

FitFlex: Your Personal Fitness Companion

Ideation Phase

Empathize & Discover

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Team ID	SWTID1741149616
Project Name	FitFlex: Your Personal Fitness Companion
Maximum Marks	4 Marks
Team Leader	R Dishali
Team member	T Keerthi
Team member	P Abinaya
Team member	S Abinaya
Team member	V Abina

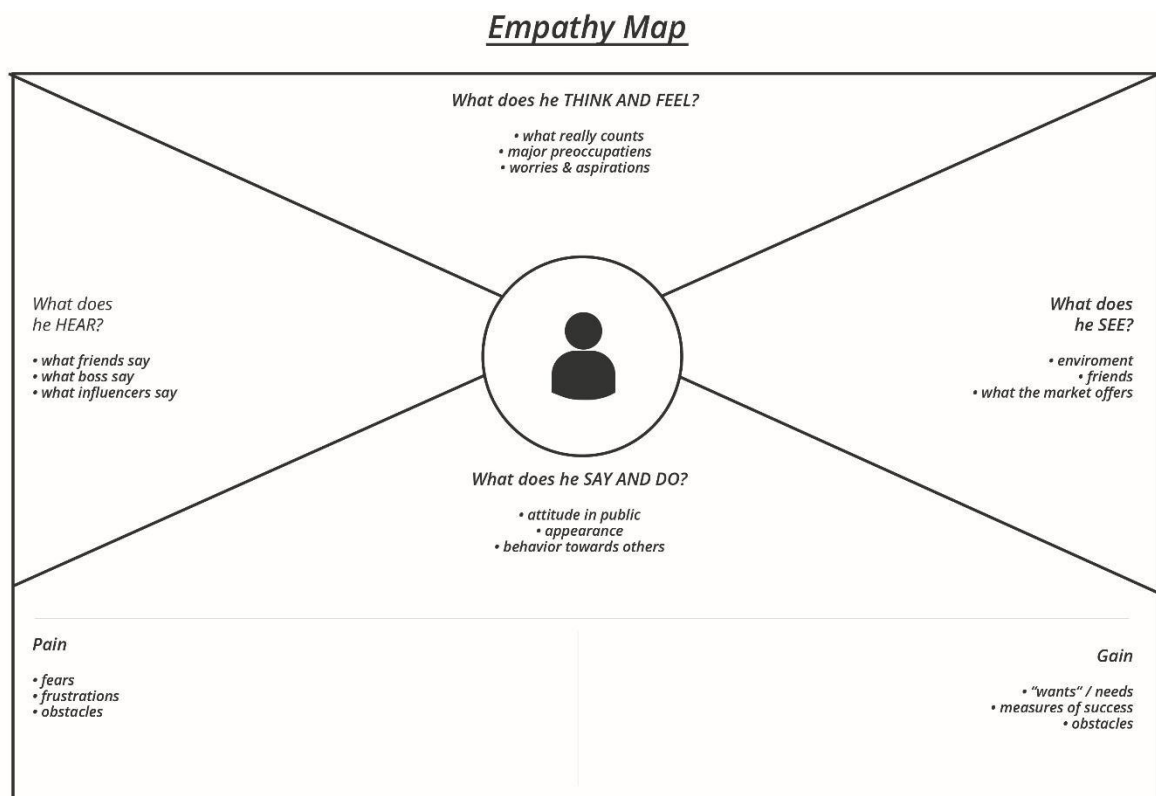
Empathy Map Canvas:

An empathy map is a simple, easy-to-digest visual that captures knowledge about a user's behaviours and attitudes.

It is a useful tool to help teams better understand their users.

Creating an effective solution requires understanding the true problem and the person who is experiencing it. The exercise of creating the map helps participants consider things from the user's perspective along with his or her goals and challenges.

Example:



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Business Model **Toolbox**

Reference: <https://www.mural.co/templates/empathy-map-canvas>

