

Ideation Phase Empathize & Discover

Date	31-10-2023
Team ID	PNT2022TMID-591758
Project Name	Horology 2.0: Forecasting The Future of Smartwatch Prices
Maximum Marks	4 Marks

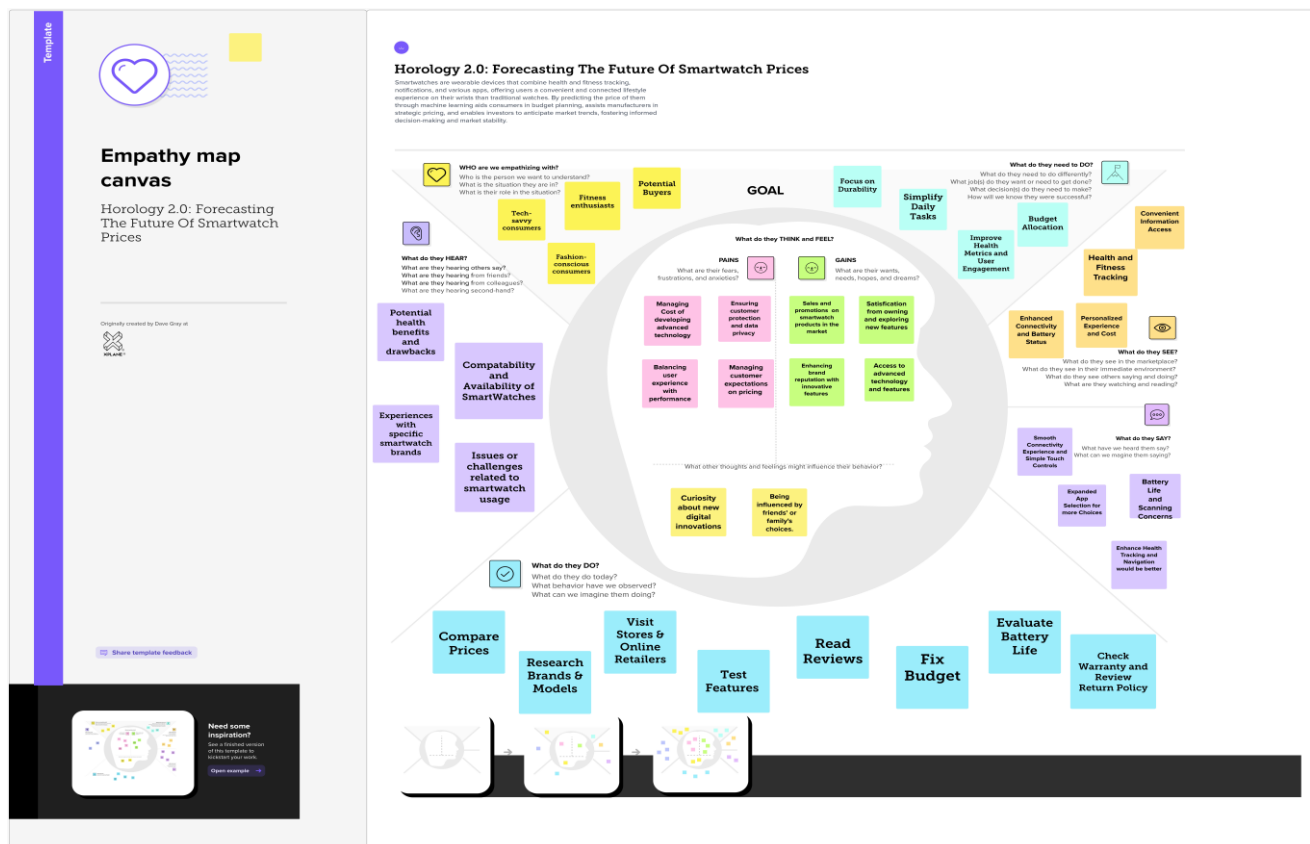
Empathy Map Canvas:

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

Empathy Mapping on Smart Watch:



Link:

<https://app.mural.co/t/smartinternproject0418/m/smartinternproject0418/1698654933877/bf37e2bb63b8524783a6cd449f471a6fab0616aa?sender=udcc5aeca1e6d5bab3d047786>