

Ideation Phase
Empathize & Discover

Date	25 October 2023
Team ID	NM2023TMID03763
Project Name	Block Chain for Real Estate Management
Maximum Marks	4 Marks

Empathy Map Canvas:

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

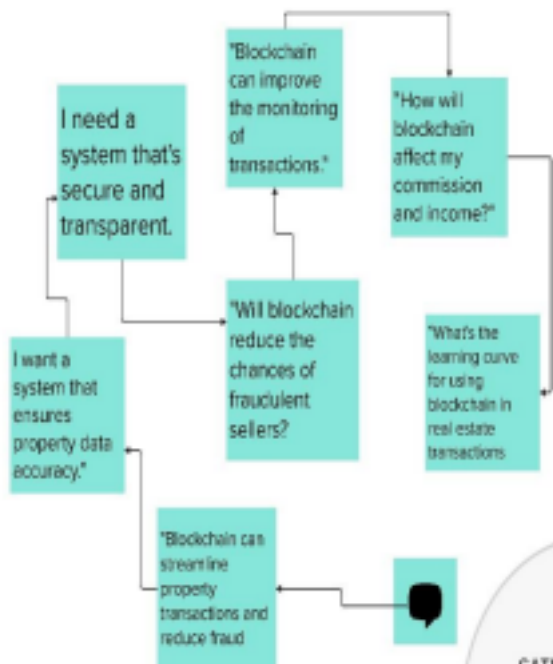
It is a useful tool to help teams better understand their users. Creating an effective solution requires understanding the true problem and the person who is experiencing it. The exercise of creating the map helps participants consider things from the user's perspective along with his or her goals and challenges.

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



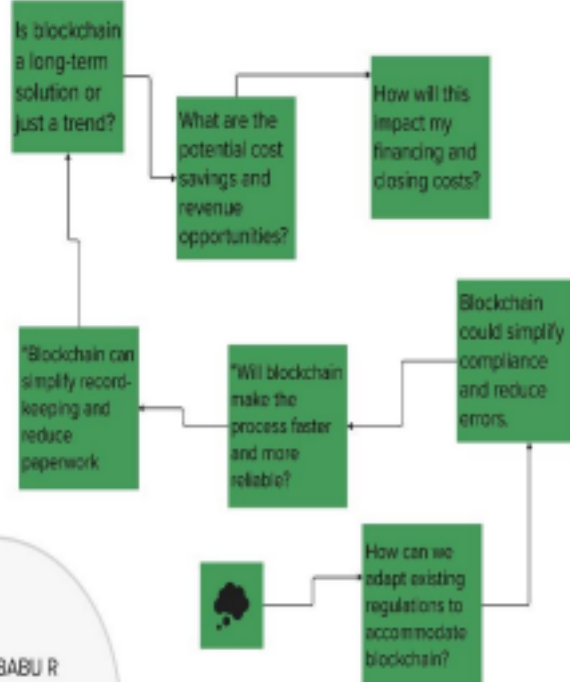
Says

What have we heard them say?
What can we imagine them saying?



Thinks

What are their wants, needs, hopes, and dreams?
What other thoughts might influence their behavior?



SATHIYA BABU R
VIDHYA SAGAR V
JAYA SURYA S
SATHIYA BALAN S



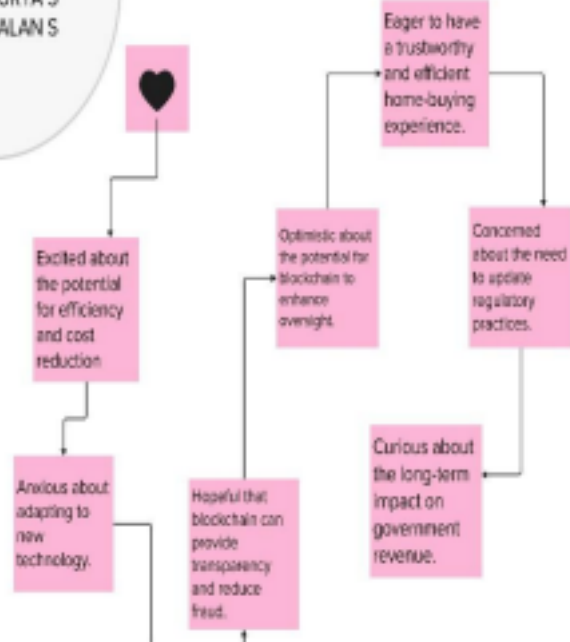
Does

What behavior have we observed?
What can we imagine them doing?



Feels

What are their fears, frustrations, and anxieties?
What other feelings might influence their behavior?



See an example