

Ideation Phase—Empathize & Discover

Date:	28 June 2025
Team ID:	LTVIP2025TMID59701
Project Name:	BOOKNEST: WHERE STORIES NESTLE
Maximum Marks:	4 Marks

Empathy Map Canvas:

An empathy map captures knowledge about a user's behaviours and attitudes.

It helps teams understand their users and design better solutions. The exercise helps participants consider the user's perspective, goals, and challenges.

Example: Book Browsing & Purchasing on BookNest

