

Ideation Phase
Empathize & discover

Date	13 March 2023
Team ID	NM2023TMID16435
Project Name	Intelligent Admissions: The future of university decision making
Maximum Mark	5 Marks

Empathy Map Canvas:

An empathy map is a simple, easy-to-digital visual that captures knowledge about a user's Behaviours and attitudes. It is a useful tool to helps teams better understand their users. In the ideation phase we have empathized as our client Service Providers and we have Acquired the details which are represented in the empathy map given below.

Example:

Empathy Map

