

Ideation Phase
Empathize & Discover

Date	1 NOVEMBER 2022
Team ID	PNT2022TMID27636
Project Name	Project – NUTRITION ASSISTANT APPLICATION
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.

EMPATHY MAP
NUTRITION ASSISTANT
APPLICATION

WHAT IS THE
BEST?

THOUGHTS

WILL THIS APP BE
USED IN HOSPITAL?

LEARNING TO EAT
IN NEW WAYS

BASIC
THOUGHTS

HEAR AND
SAYING

I NEED SOME
DIFFERENCE

SHARE THE
THOUGHTS WITH
FRIENDS

PAIN AND GAIN

WEIGHTLOSS AND
GOOD NUTRITION

BENEFITS
ASSOCIATED WITH
THE DECISION

CHANGING YOUR
EATING HABITS

FOOD ALLERGIES
AND
MEDICATION

FOOD AND
NUTRITION

OVERVIEW

BIO CHEMICAL,
MEDICAL KITS

USEFUL FOR
PEOPLE

I WANT
SOMETHING
AWESOME