Ideation Phase Empathize & Discover

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Team ID	PNT2022TMID27182
Project Name	Real-Time Communication System Powered by
	AI for Specially Abled

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 helps 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.

What do they THINK AND FEEL? major preoccupations worries 8 aspirations What do they What do they HEAR? SEE? what friends say environment what boss say what the market offers what influencers say What do they SAY AND DO? appearance behavior towards others **PAIN** GAIN 'wants" / needs frustrations measures of success obstacles obstacles

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Reference:

https://app.mural.co/t/student25008/m/student25008/166281942223/b20a2a3b6112b2cb920b84 2ecc2d57ed5fe8ee3b?sender=uf2f07d75b85eafd64aaa0004