

## **IDEATION PHASE**

### **EMPATHIZE & DISCOVER**

#### **Empathy map canvas:**

An empathy map is a visualization tool used to articulate what a product team knows about a user. This tool helps product teams build a broader understanding of the “why” aspect behind user needs and wants. This tool forces product teams to practice empathic design, which shifts the focus from the product they want to build to the people who will use this product. As a team identifies what they know about the user and places this information on a chart, they gain a more holistic view of the user’s world and his or her problems, or opportunity space.

# Empathy Map for our Project Skill / Job Recommender Application

