Ideation Phase Empathize & Discover

Date	05 october 2022		
Team ID	PNT2022TMID00136		
Project Name	PLASMA DONOR 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 behaviors 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.

Example: Food Ordering & Delivery Application

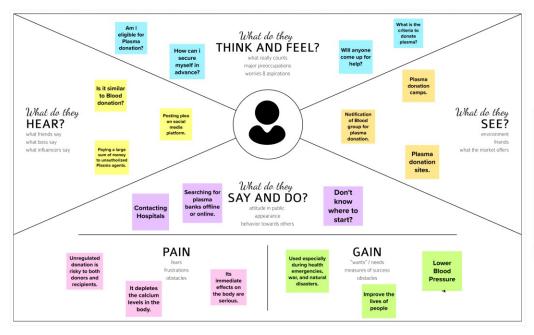


Empatny Map Canvas

Gain insight and understanding on solving customer problems



Build empathy and keep your focus on the user by putting yourself in their shoes.



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