

# **IDEATION PHASE**

## **EMPATHIZE AND DISCOVER**

|                          |                                       |
|--------------------------|---------------------------------------|
| <b>DATE</b>              | <b>19<sup>TH</sup> SEPTEMBER 2022</b> |
| <b>TEAM ID</b>           | <b>PNT2022TMID39797</b>               |
| <b>PROJECT NAME</b>      | <b>PROJECT-EMPATHY<br/>MAP</b>        |
| <b>MAXIMUM<br/>MARKS</b> | <b>4 MARKS</b>                        |

# IDEATION PHASE

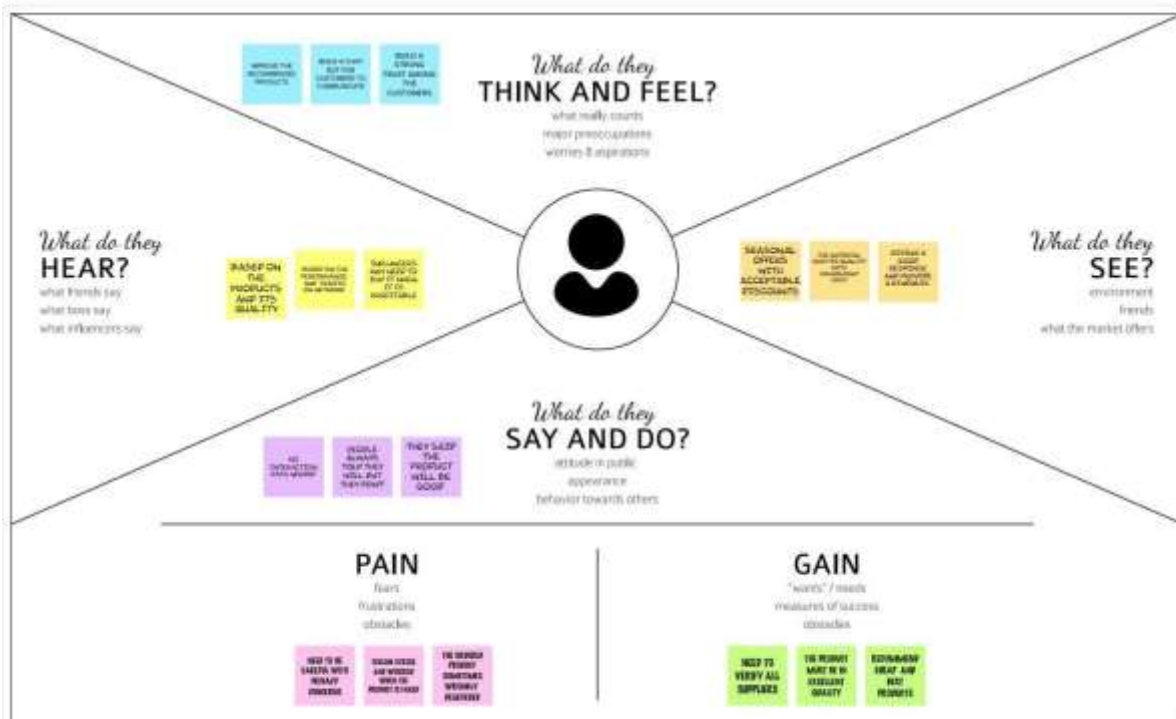
## EMPATHIZE AND DISCOVER

### Empathy Map Canvas

Gain insight and understanding on solving customer problems.

1

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



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