

Ideation Phase

Empathize & Discover

Date	19 September 2022
Team ID	PNT2022TMID11922
Project Name	PERSONAL EXPENSE TRACKER
Maximum Marks	4 Marks

Empathy Map Canvas:

Empathy maps are simple, easy-to-understand visuals that capture information about a user's behaviors and attitudes. Participants can use them to better understand their users. Understanding the problems and the people experiencing them is crucial to finding an effective solution. Making the map encourages participants to think from a user's perspective, including their goals and challenges.

