

## Ideation Phase

### Empathize & Discover

|               |                     |
|---------------|---------------------|
| Date          | 19 September 2022   |
| Team ID       | PNT2022TMID02790    |
| Project Name  | Nutrition assistant |
| Maximum Marks | 4 Marks             |

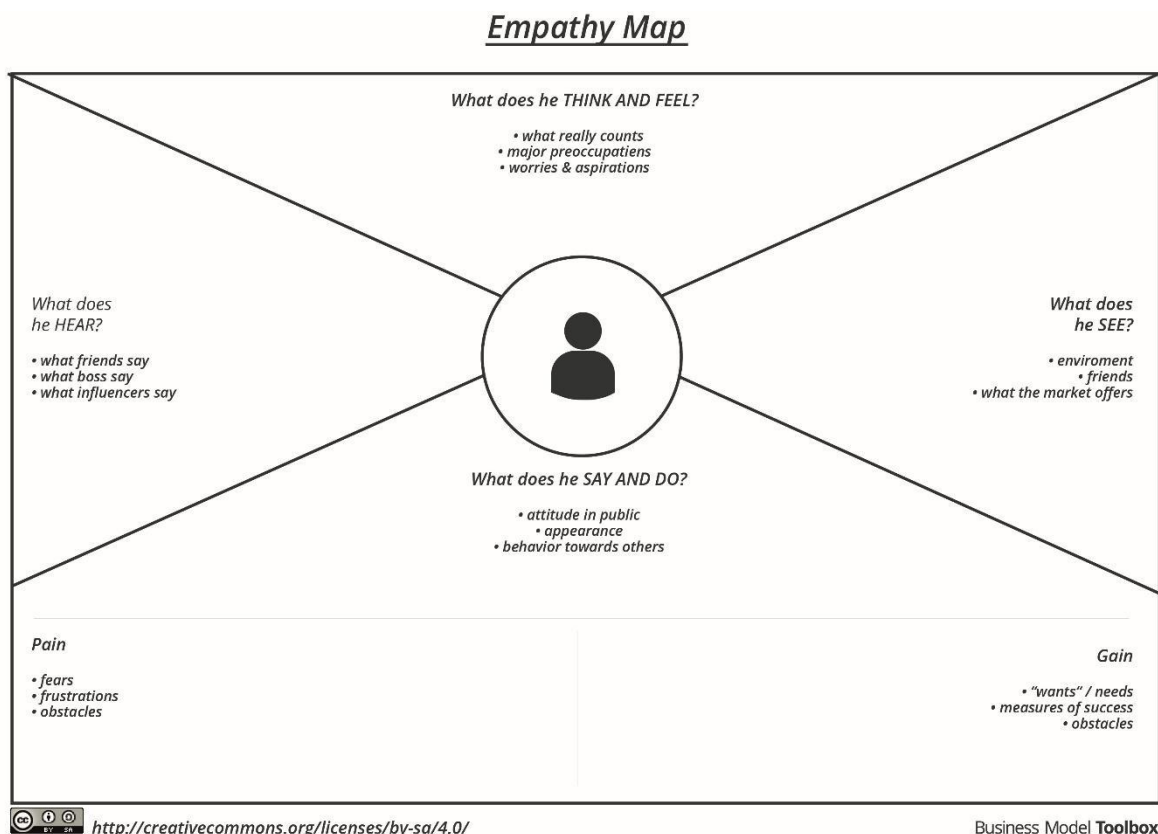
#### Empathy Map Canvas:

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 help 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:



Reference: <https://www.mural.co/templates/empathy-map-canvas>

# Empathy Map for Nutrition Assistant Application



## Pain

- Quickly becomes out of breath after a short walk to the corner shop and back
- Lacks self esteem and the confidence to go out in the public in her own for fear of being the subject of rude remarks regarding her physical appearance.
- Worried about the expensive costs surrounding gym memberships, exercise classes and fitness clothing/equipment. Can she afford to keep it up?
- Concerned about finding time in the week to keep fit, amongst juggling work, being a mum and standing on top of the housework.
- Unable to wear the clothes she wants to - feels uncomfortable/unattractive in them and feels they're too revealing/tight-fitting

## Gain

- More confidence to do the things she's always wanted to do, but never dared to
- She can live a happier, healthier lifestyle both physically and mentally.
- A much improved perspective as to how she sees herself and her perception as to how others portray her - more self belief in that sense.
- An opportunity to start living a "new life"
- The ability, strength and will power to take this new found confidence, to push herself further still, beyond her "comfort zone".
- A much closer relationship with her partner and their children, they can go out and do more things together as a family, without mum's personal fears holding her back any longer.
- Future life prospects and opportunities.