

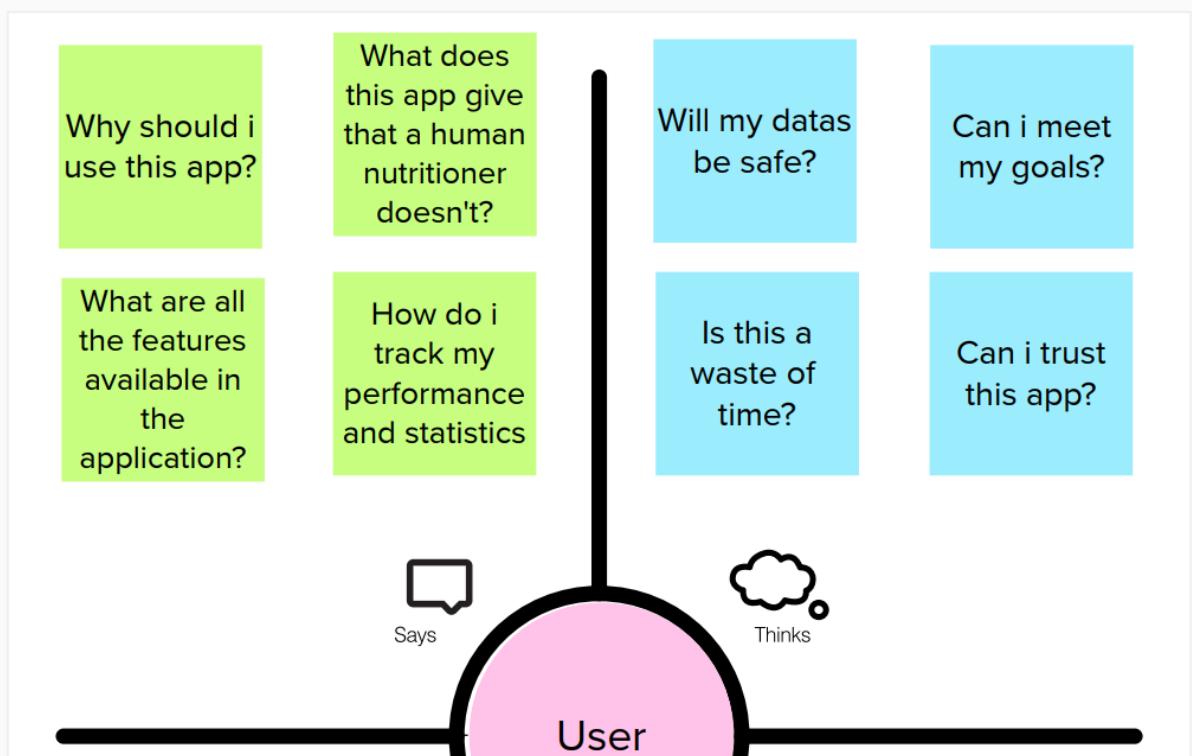
Ideation Phase
Empathize & Discover

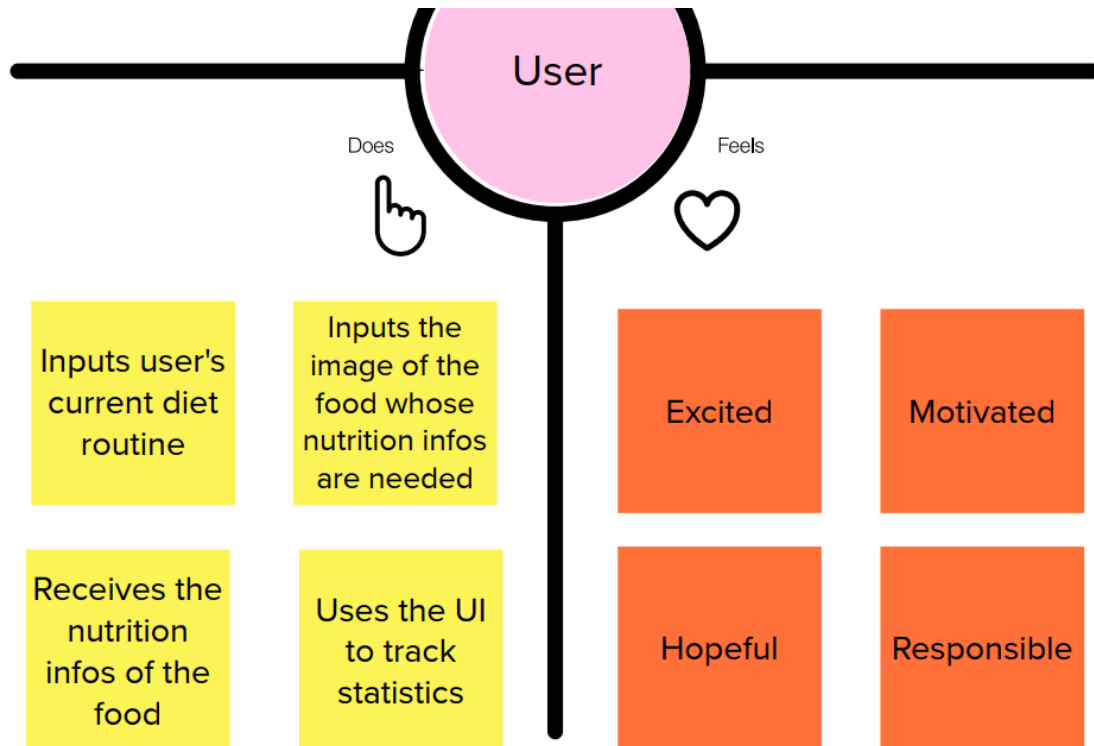
Date	19 September 2022
Team ID	PNT2022TMID53138
Project Name	Project – Cloud based Nutrition Assistant Application
Maximum Marks	4 Marks

Empathy Map

Dive into the mind of the user for focused product development

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





Pain

Hard to find their food interest

Uncomfortable paying cash

Looking for food that matches interest

Gain

Comfort

Accuracy