

## Ideation Phase Empathize & Discover

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|---------------|--|
| Date          | 15October 2022                                 |
| Team ID       | PNT2022TMID30692                               |
| Project Name  | Smart Waste Management for Metropolitan Cities |
| 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.

### Empathy Map:

**Empathy map**

Use this framework to develop a deep, shared understanding and empathy for other people. An empathy map helps describe the aspects of a user's experience, needs and pain points, to quickly understand your users' experience and mindset.

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**Build empathy**

The information you add here should be representative of the observations and research you've done about your users.

**Says**

What are they saying?  
What are they not saying?

**Thinks**

What are they thinking, believing, feeling, and dreaming? What advice, insights, insights? What are they not saying?

**Does**

What activities have they done?  
What are they doing?

**Feels**

What are they feeling? Frustrations, and emotions? What are they feeling right? Emotions that they feel?

What are they thinking, believing, feeling, and dreaming? What advice, insights, insights? What are they not saying?