

## **IDEATION PHASE**

### **EMPATHIZE & DISCOVER**

<b>Date</b>	17 October 2022
<b>Team ID</b>	PNT2022TMID21985
<b>Project Name</b>	Web phishing detection
<b>Maximum Marks</b>	4 Marks

#### **EMPATHY MAP:**

- An empathy map is a widely-used visualization tool within the field of UX and HCI practice.
- An empathy map is a simple, easy-to-digest visual that captures knowledge about a user's behaviours and attitudes.
- In relation to empathetic design, the primary purpose of an empathy map is to bridge the understanding of the end user.
- 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 FOR WEB PHISHING DETECTION

