**IDEATION PHASE**

**EMPATHIZE & DISCOVER**

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| **Date** | 17 October 2022 |
| **Team ID** | PNT2022TMID21985 |
| **Project Name** | Web phishing detection |
| **Maximum Marks** | 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 helps 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**

