

Ideation Phase

Empathize & Discover

Date	19 September 2022
Team ID	PNT2022TMID22160
Project Name	Airlines Data Analytics for Aviation Industry
Maximum Marks	4 Marks

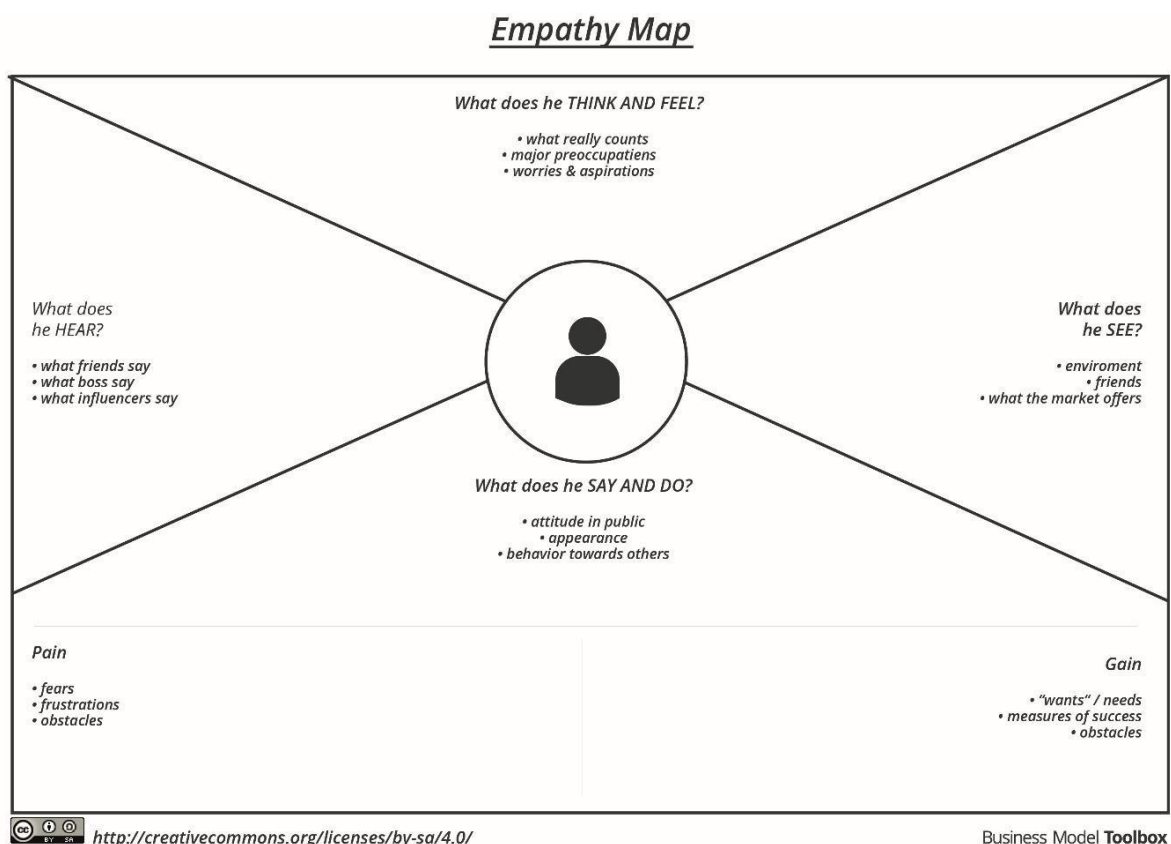
Empathy Map Canvas:

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>



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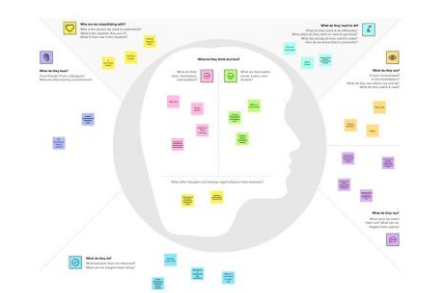
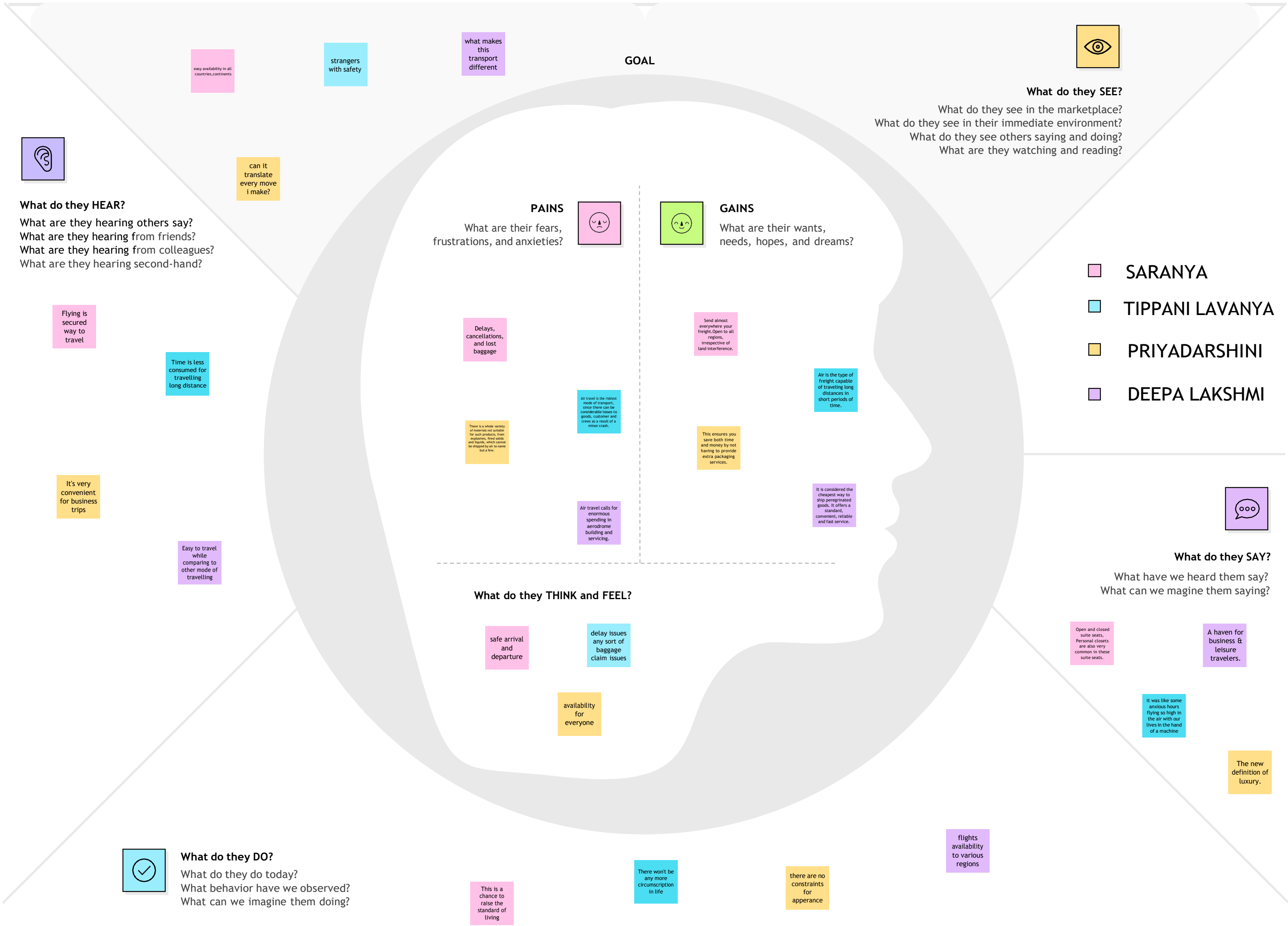


Share templ



Develop shared understanding and empathy

Summarize the data you have gathered related to the people that are impacted by your work. It will help you generate ideas, prioritize features, or discuss decisions.



Need some inspiration?

See a finished version of this template to kickstart your work.

[Open example](#) →