

## Ideation Phase Empathize & Discover

|               |                                    |
|---------------|------------------------------------|
| Date          | 19 September 2022                  |
| Team ID       | PNT2022TMID02206                   |
| Project Name  | Project - PLASMA DONOR APPLICATION |
| 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.

### PLASMA DONOR APPLICATION :

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

