Ideation Phase Empathize & Discover

Date	19 September 2022
Team ID	PNT2022TMID22116
Project Name	AIRLINES DATA ANALYTICS FOR AVIATION INDUSTRY
Maximum Marks	4 Marks

Empathy Map Canvas:

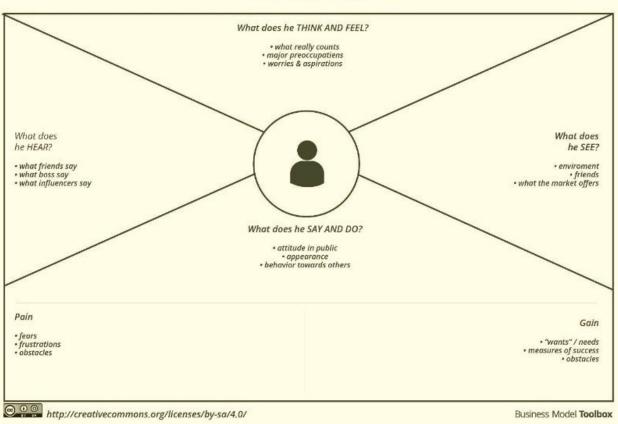
An empathy map is a simple, easy-to-digest visual that captures knowledge about a user's behaviours and attitudes.

It is a useful tool to 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.

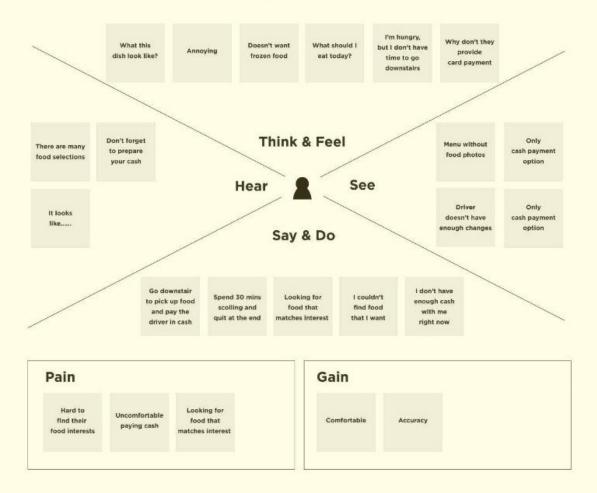
Example:

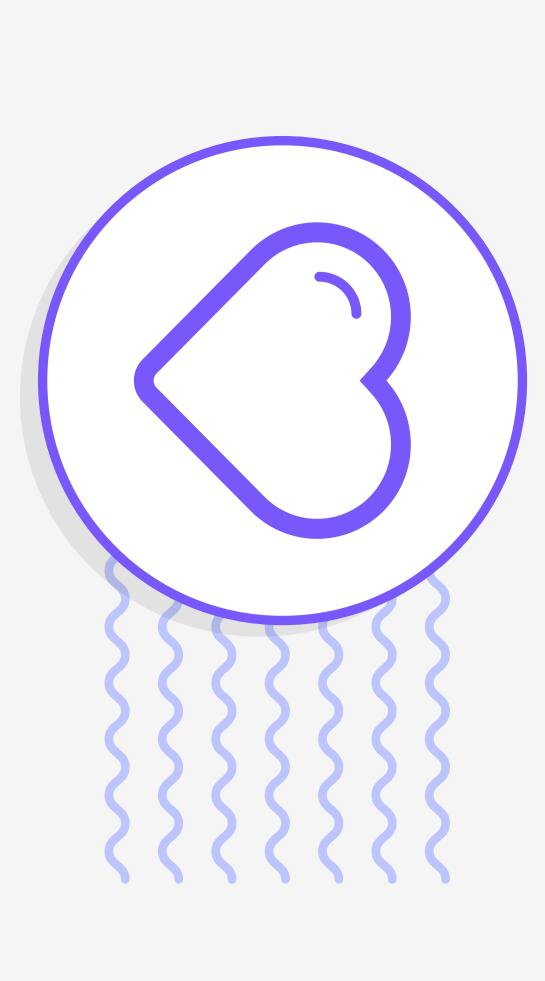
Empathy Map



Reference: https://www.mural.co/templates/empathy-map-canvas

Example: Food Ordering & Delivery Application



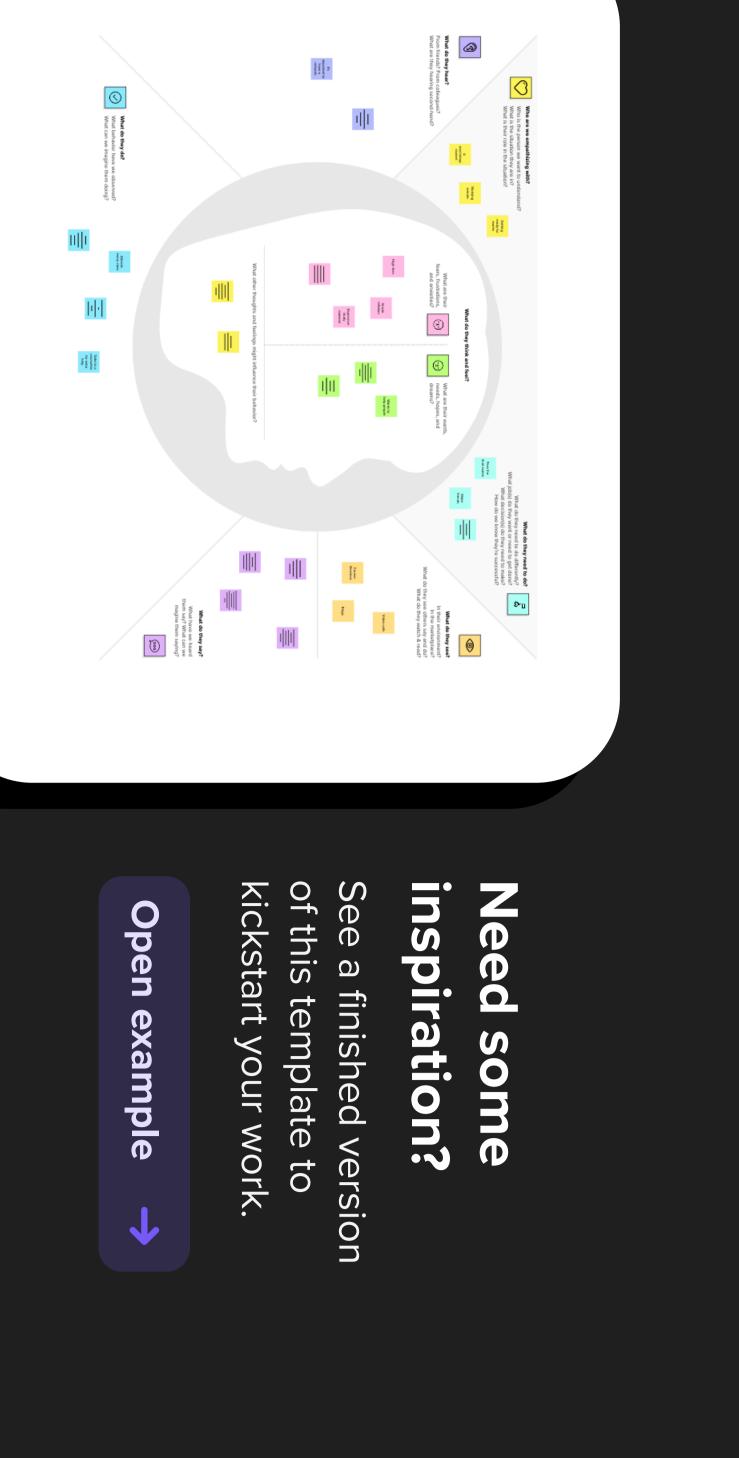


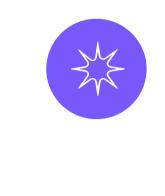
Use this framework to empathize a customer, user, or any person w is affected by a team's work.

Document and discuss your observations and note your assumptions to gain more empath for the people you serve. with









Develop shared understanding and empathySummarize 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.

