

Ideation Phase

Empathize & Discover

Date	
Team ID	PNT2022TMID22305
Project Name	Signs with Smart Connectivity for Better Road Safety
Maximum Marks	4 Marks

Empathy Map Canvas:

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

It is a useful tool that helps teams understand their users better.

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.

Signs With Smart Connectivity for Better Road Safety

