

## Ideation Phase

### Empathize & Discover

Date	23 September 2022
Team ID	PNT2022TMID50153
Project Name	Project – Personal Expense Tracker 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.

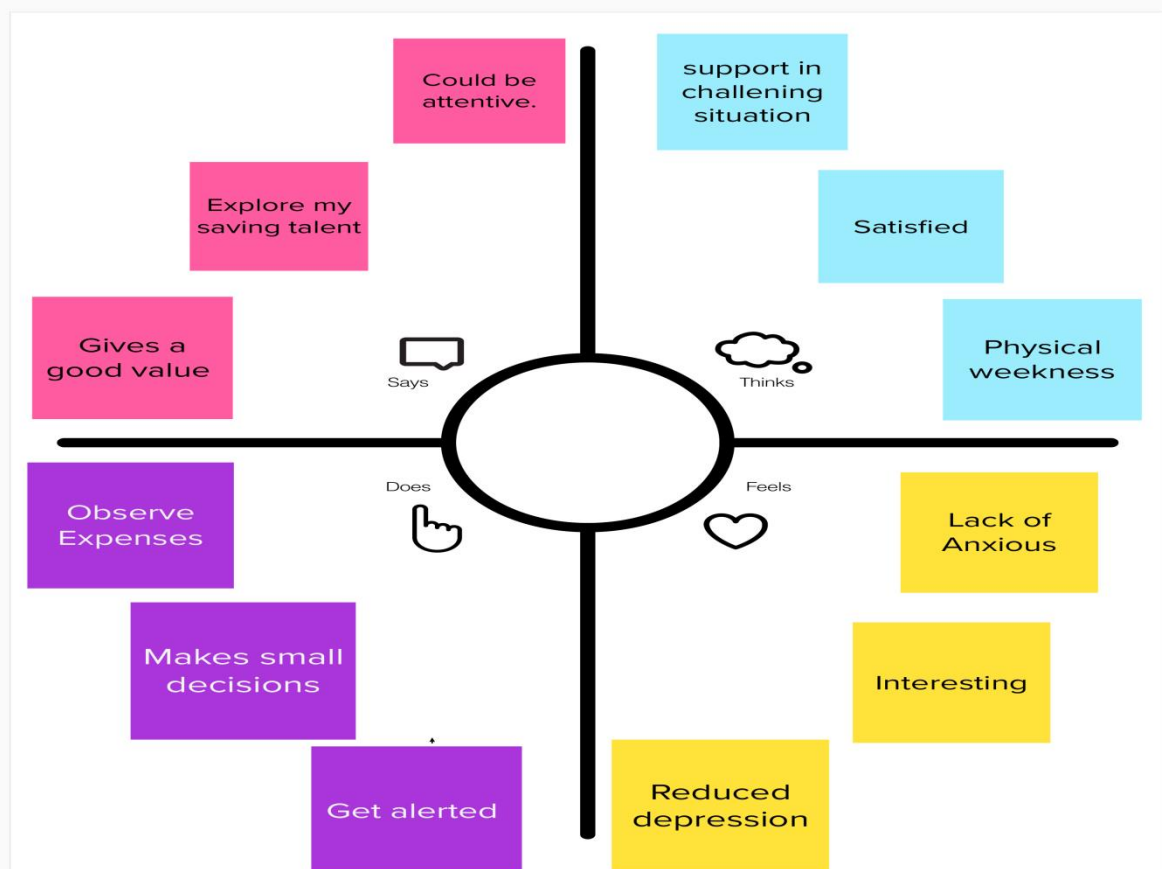
Creating an effective solution requires understanding the true problem and the person who is experiencing it. The exercise of creating the map helps participants consider things from the user's perspective along with his or her goals and challenges.

#### Example:

## Empathy Map

Dive into the mind of the user for focused product development

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



Reference:

[https://app.mural.co/invitation/mural/personalexpensetrackerapplic1646/1663073211949?  
sender=ua8fb98f903ea639913836238&key=a0e1076a-6836-4ad2-a7a6-66546d68ddea](https://app.mural.co/invitation/mural/personalexpensetrackerapplic1646/1663073211949?sender=ua8fb98f903ea639913836238&key=a0e1076a-6836-4ad2-a7a6-66546d68ddea)