Ideation Phase
Empathize & Discover

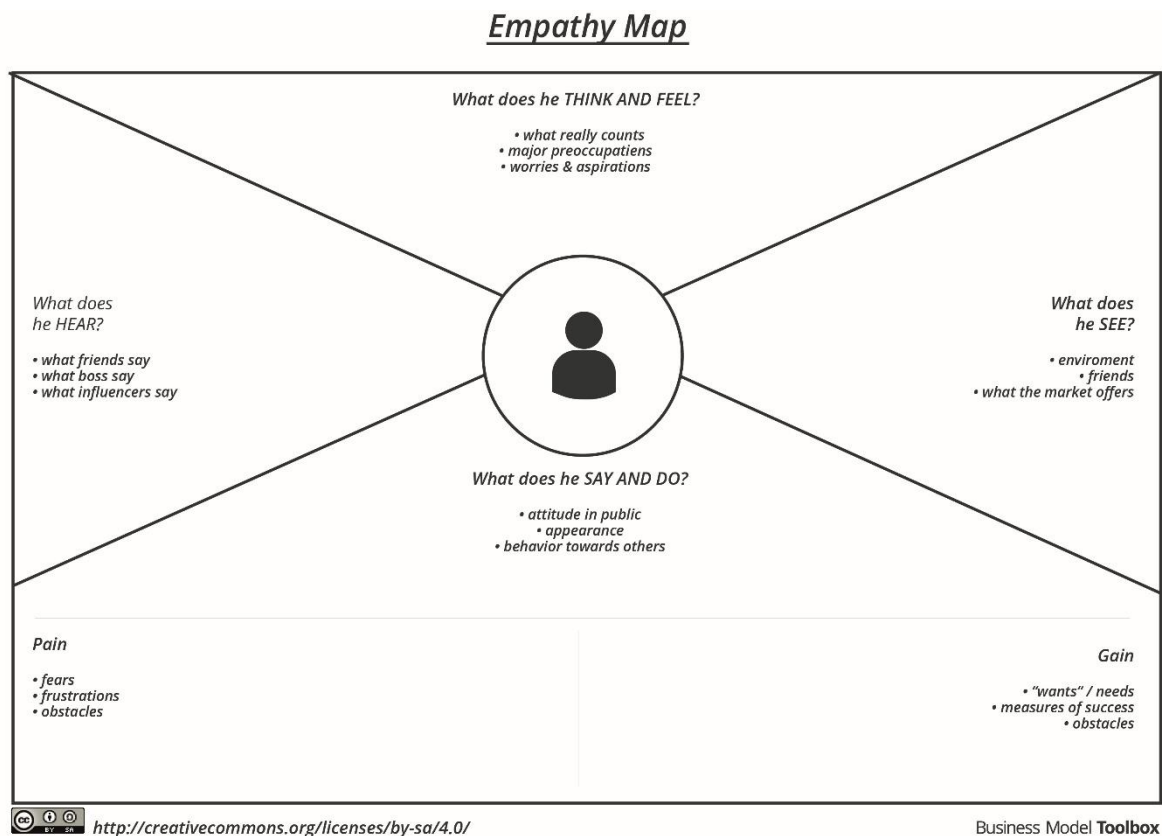| Date	26 September 2022
Team ID	PNT2022TMID03893
Project Name	AI-Powered Nutrition Analyzer For Fitness Enthusiasts
Maximum Marks	4 Marks

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.
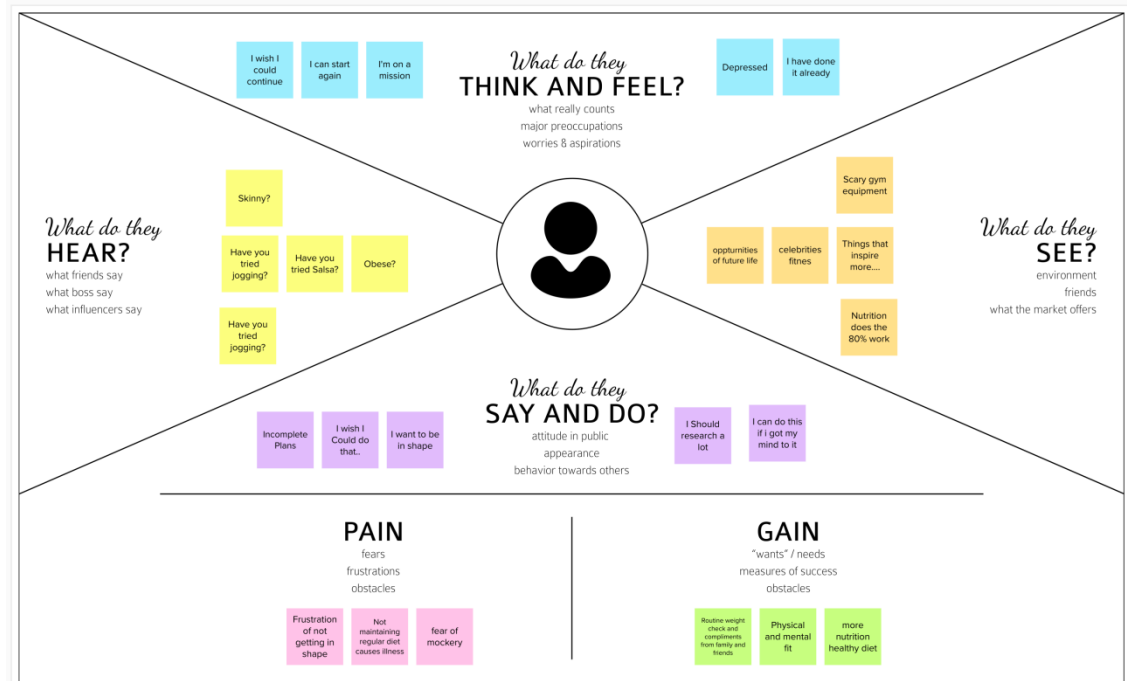
Example:

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

Example: AI-powered Nutrition Analyzer for Fitness Enthusiasts

Empathy Map Canvas

Gain insight and understanding on solving customer problems.

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

What do they
THINK AND FEEL?
what really counts
major preoccupations
worries & aspirations

- I wish I could continue
- I can start again
- I'm on a mission
- Depressed
- I have done it already

What do they
HEAR?
what friends say
what boss say
what influencers say

- Skinny?
- Have you tried jogging?
- Have you tried Salsa?
- Obese?
- Have you tried jogging?

What do they
SEE?
environment
friends
what the market offers

- Scary gym equipment
- oppturnities of future life
- celebrities fitnes
- Things that inspire more....
- Nutrition does the 80% work

What do they
SAY AND DO?
attitude in public
appearance
behavior towards others

- Incomplete Plans
- I wish I Could do that..
- I want to be in shape
- I Should research a lot
- I can do this if i got my mind to it

PAIN
fears
frustrations
obstacles

- Frustration of not getting in shape
- Not maintaining regular diet causes illness
- fear of mockery

GAIN
"wants" / needs
measures of success
obstacles

- Routine weight check and compliments from family and friends
- Physical and mental fit
- more nutrition healthy diet

Share your feedback