

Ideation Phase

Empathize & Discover

Date	20 October 2022
Team ID	PNT2022TMID02903
Project Name	Project – Personal Expense Tracker Application
Maximum Marks	4 Marks

Empathy Map Canvas:

An empathy map is a visual tool for gaining insight into a user's perspective. It's a common technique among [user experience \(UX\) designers](#), salespeople, marketers and any other professionals who seek to understand consumer thoughts and behaviors.

By outlining various aspects of one or multiple user mindsets on a chart, you can share this information with others and collaborate easily. In addition, the process of empathizing with consumers and establishing their feelings and goals can be helpful in making essential design and business decisions.



