

## Ideation Phase

### Empathize & Discover

Date	19th October 2022
Team ID	PNT2022TMID03936
Project Name	AI-Powered Nutrition Analyzer For Fitness Enthusiasts
Maximum Marks	4 Marks

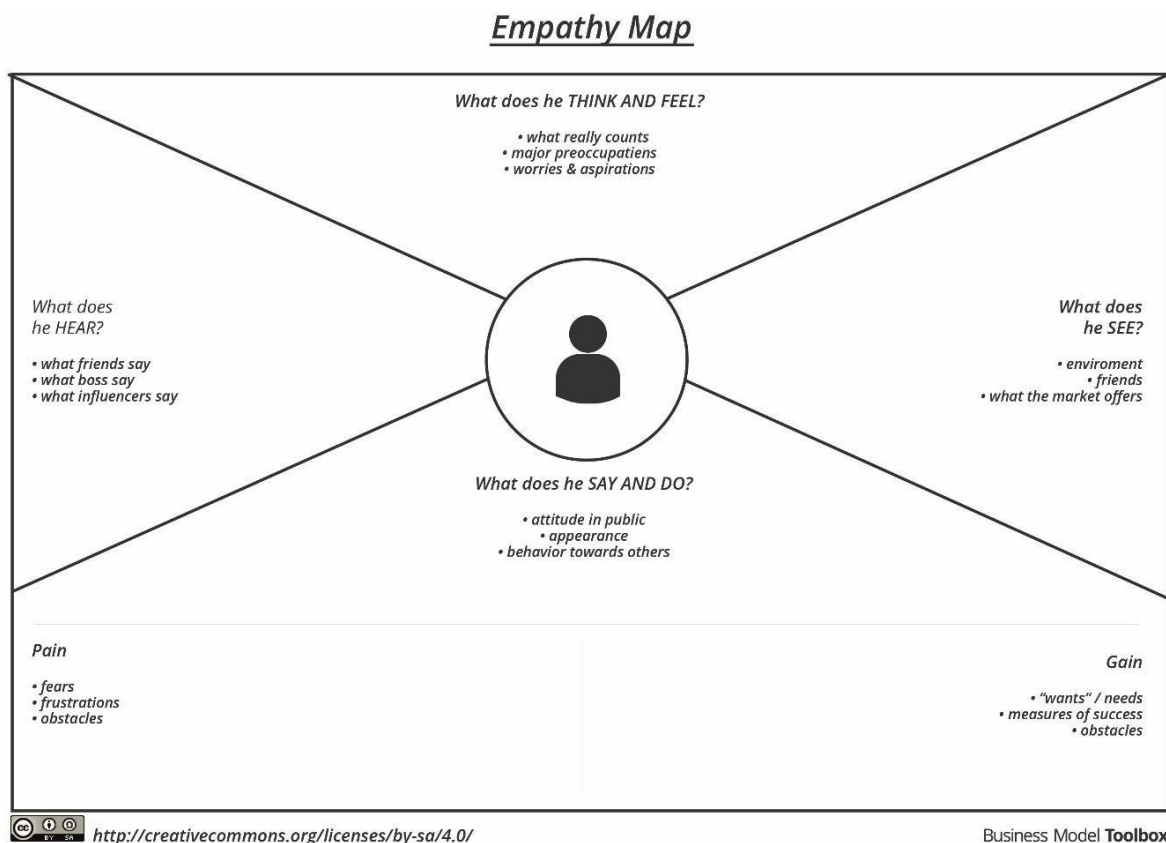
#### Empathy Map Canvas:

An empathy map is a straightforward, simple-to-understand picture that summarizes information about a user's actions and views.

It is a helpful tool that enables teams to comprehend their users more fully.

It's important to comprehend both the actual issue and the individual who is experiencing it in order to develop a workable solution. Participants learn to think about situations from the user's perspective, including goals and problems, through the exercise of constructing the map.

#### Example:



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

# 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.

