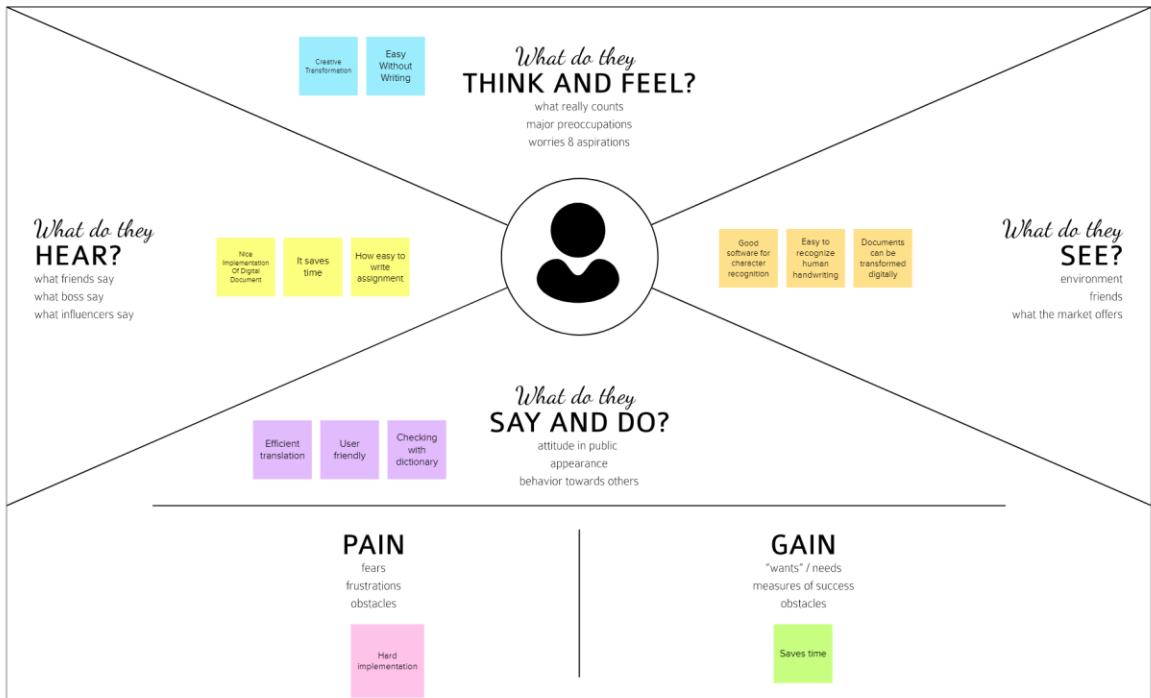


Ideation Phase

Empathize & Discover

DATE	28 September 2022
TEAM ID	
PROJECT NAME	A NOVEL METHOD FOR HANDWRITTEN DIGIT RECOGNITION
MAXIMUM MARKS	4 MARKS



Empathy Map Canvas
Gain insight and understanding on solving customer problems.

1
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

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

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

What do they SEE?
environment
friends
what the market offers

PAIN
fears
frustrations
obstacles

GAIN
"wants" / needs
measures of success
obstacles

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