

IDEATION PHASE

EMPATHIZE & DISCOVE

Project Name	lot Based Safety Gadget for ChildSafetyMonitoring and Notification
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Empathy Map Canvas:

An empathy map is a simple,easy – to-digest visual that captures knowledge about a user’ s behaviors 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 participantsconsider things from the user’ sperspective along with his or her goals and challenge.



