**Ideation Phase Empathize & Discover**

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| Date | 19 September 2022 |
| Team ID | PNT2022TMID15696 |
| Project Name | Project - Crude Oil Price Prediction |
| Maximum Marks | 4 Marks |

**Empathy Map Canvas:**

An empathy map canvas is a more in-depth version of the original empathy map, which helps identify and describe the

. user’s needs and pain points. And this is valuable information for improving the user experience

Teams rely on user insights to map out what is important to their target audience, what influences them, and how they present themselves. This information is then used to create personas that help teams visualize users and empathize. with them as individuals, rather than just as a vague marketing demographic or account number

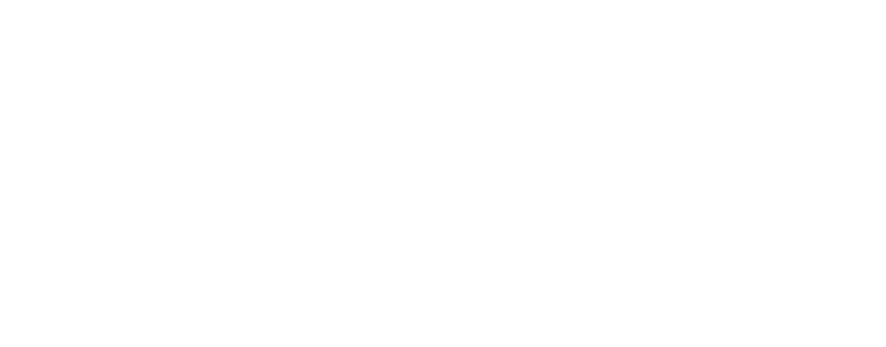
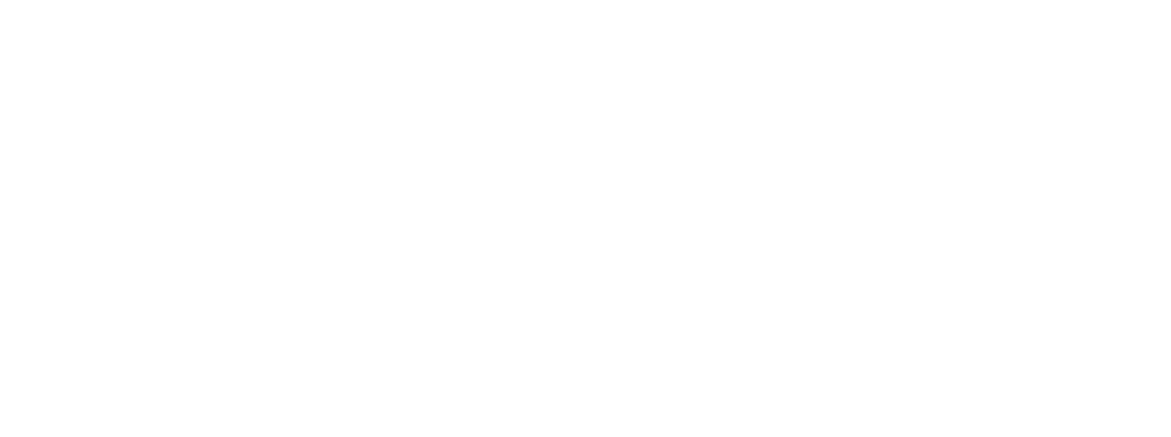
An empathy map canvas helps brands provide a better experience for users by helping teams understand the perspectives

. and mindset of their customers. Using a template to create an empathy map canvas reduces the preparation time and standardizes the process so you create empathy map canvases of similar quality

# Think & Feel

Hear

See



# Say & Do