

Ideation Phase Empathize & Discover

Date
Team ID
Project Name
Maximum Marks

23 September 2022
PNT2022TMID17200
Customer Care Registry
4 Marks

Empathy Map Canvas:

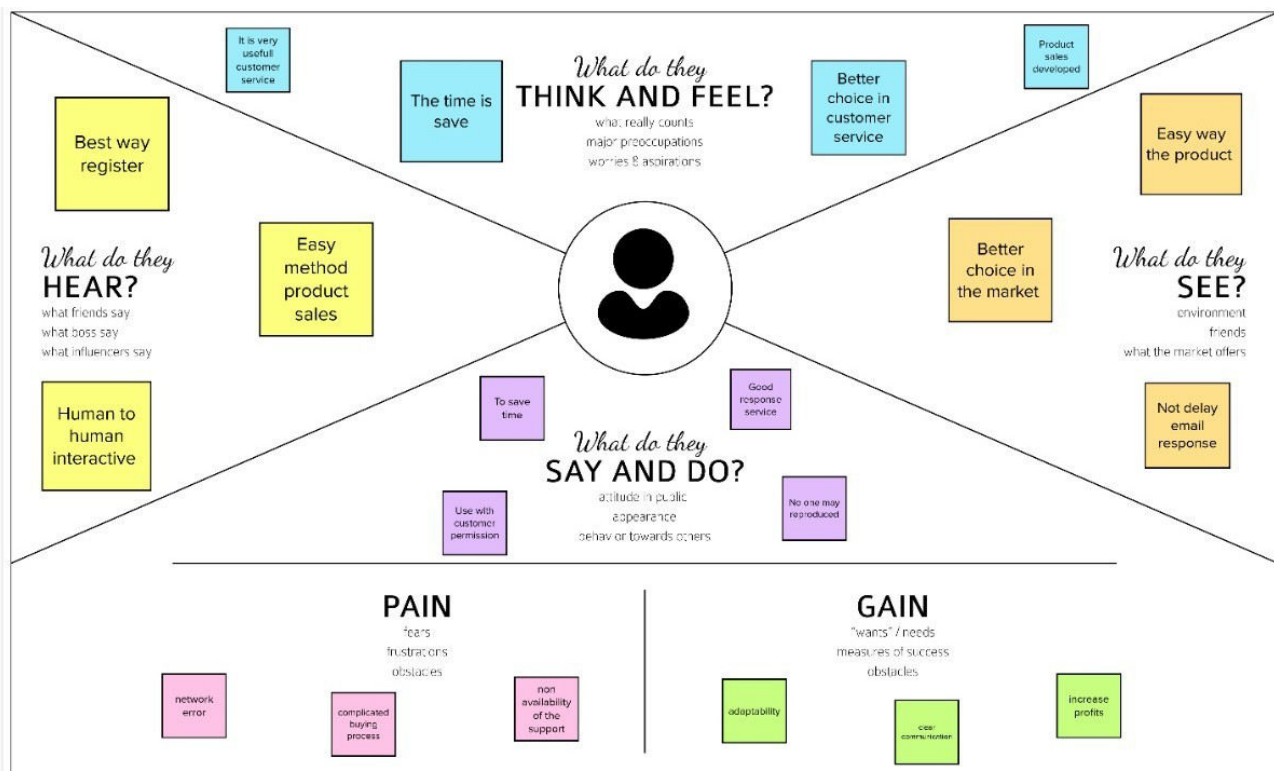
An empathy map is a simple, easy-to-gigest visual that captures Knowledge about a user's behaviour and attitudes.

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 participants consider thingd from the user's perspective along with his or her goals and challenges.

Example:

Empathy Map



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