MAHENDRA INSTITUTE OF TECHNOLOGY(AUTONOMOUS)

Ideation Phase Empathize &Discover

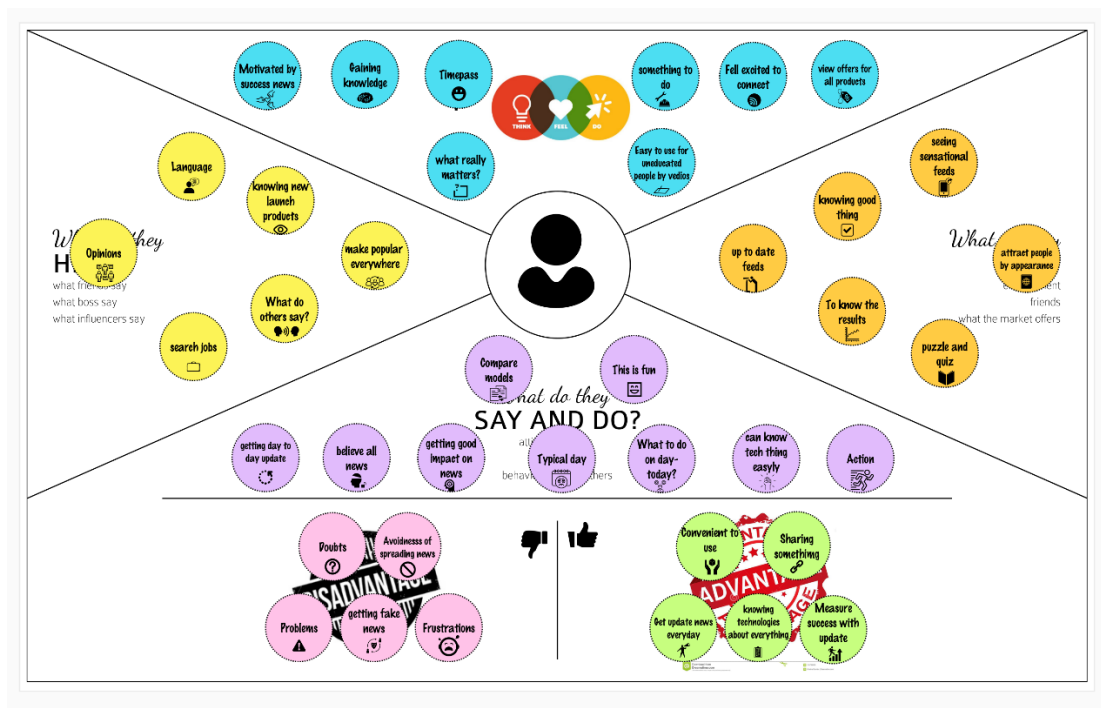Date   23 September 2022

Team ID   PNT2022TMID17328

Project Name   News Tracker

Maximum Marks   4 Marks

Empathy Map Canvas:

An empathy map is a simple, easy-to-biggest 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 thing from the user's perspective along with his or her goals and challenges.

Example: Empathy Map

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