

# MAHENDRA INSTITUTE OF TECHNOLOGY(AUTONOMOUS)

## Ideation Phase Empathize & Discover

Date

23 September 2022

Team ID

PNT2022TMID17385

Project Name

Plasma Donor Application

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>