MAHENDRA INSTITUTE OF TECHNOLOGY(AUTONOMOUS)

Ideation Phase Empathize & Discover

Date 23 September 2022

Team ID PNT2022TMID17385

Project Name Plasma Donor Application

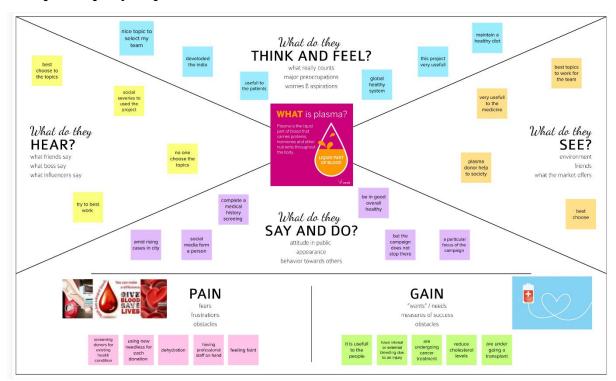
Maximum Marks 4 Marks

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