

Ideation Phase

Empathize & Discover

Date	19 September 2022
Team ID	PNT2022TMID04823
Project Name	Containment Zone Alerting Application
Maximum Marks	4 Marks

Empathy Map Canvas:

Empathy maps are an efficient tool used by designers to not only understand user behavior, but also visually communicate those findings to colleagues, uniting the team under one shared understanding of the user. Originally invented by Dave Gray at Xplane, the empathy map was made in an attempt to limit miscommunication and misunderstanding about target audiences, including customers and users.

Containment Zone Alerting Application:

