Ideation Phase Empathize & Discover

Date	19 September 2022		
Team ID	PNT2022TMID19484		
Project Name	Project – GLOBAL SALES DATA ANALYTICS		
Maximum Marks	4 Marks		

Empathy Map Canvas:

An empathy map is a simple, easy-to-digest visual that captures knowledge about a user's behaviours 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 things from the user's perspective along with his or her goals and challenges.

Build empathy and keep your focus on the user by putting yourself in their shoes. What do they THINK AND FEEL? major preoccupations worries 8 aspirations What do they What do they HEAR? SEE? friends what the market offers what influencers say What do they SAY AND DO? appearance PAIN GAIN "wants" / needs reasures of success obstacles