Ideation Phase
Empathize & Discover

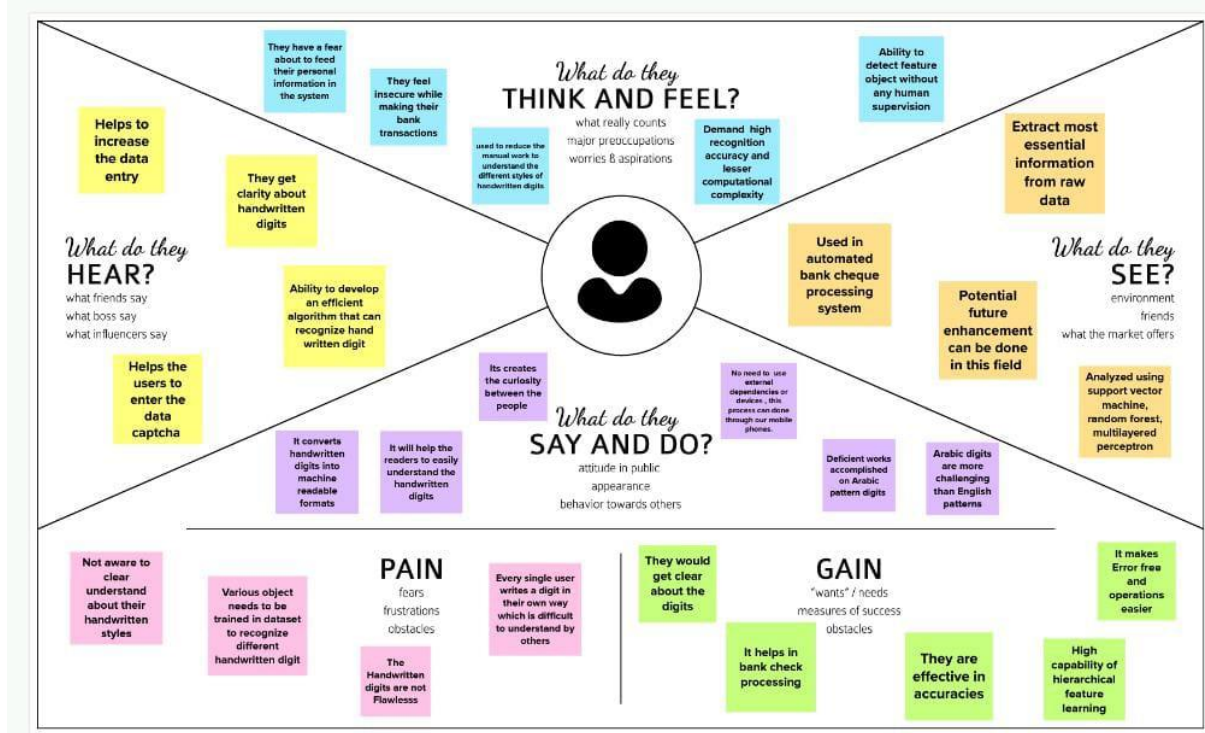| Date	19 September 2022
Team ID	PNT2022TMID18609
Project Name	A Novel Method for Handwritten Digit Recognition System
Maximum Marks	4 Marks

Empathy Map Canvas:

An empathy map is **a collaborative tool teams can use to gain a deeper insight into their customers**. Much like a user persona, an empathy map can represent a group of users, such as a customer segment. The empathy map was originally created by Dave Grey and has gained much popularity within the agile community.

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.

Example of Empathy Map:

Reference:

Example:

Empathy map example for the projects.

Think and Feel?
What really matters
Worries/Aspirations?

See?
Environment
Social Media
Websites
Magazines
What the markets offers

Hear?
What friends say
What family say
What boss/peers say
What influencers say

Say and Do?
Appearance
Attitude in public

Pains
Fears
Frustrations
Obstacles

Gains
Wants/Needs
Measure of success
Goals