Ideation Phase Empathize & Discover

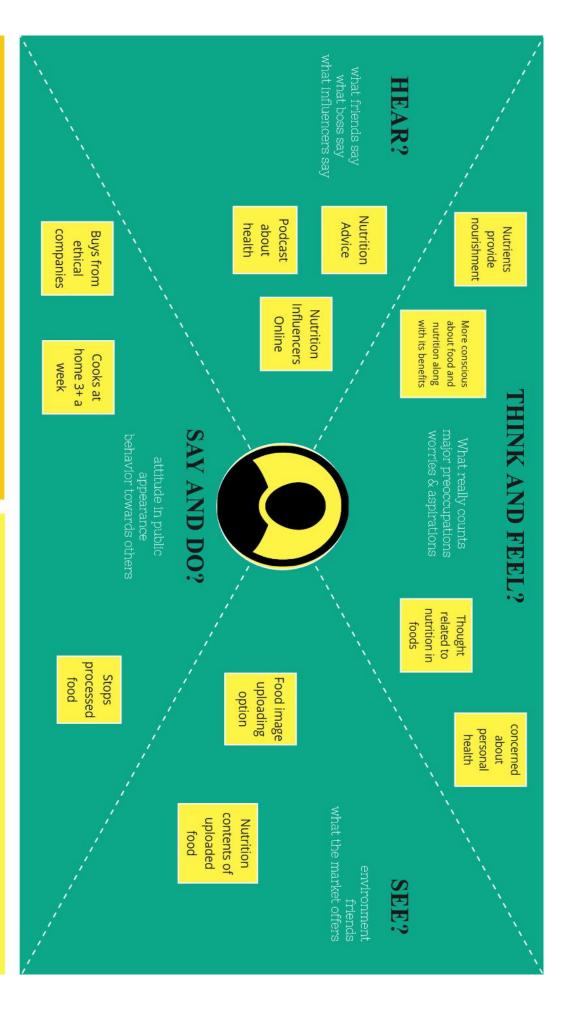
Date	17 October 2022
Team ID	PNT2022TMID13870
Project Name	Project - Al-Powered Nutrition Analyzer for
	Fitness Enthusiasts
Maximum Marks	4 Marks

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.



PAIN

Fears Frustrations Obstacles

Hard to find nutrition content in the food

Difficult to remember nutrition of

the food

Unbalanced diet

PAIN?

"wants"/needs measures of success obstacles

> more confidence to do things, we wanted to

sparing time to carry out healthy lifestyle

a opportunity to start a new