Ideation Phase
Empathize & Discover
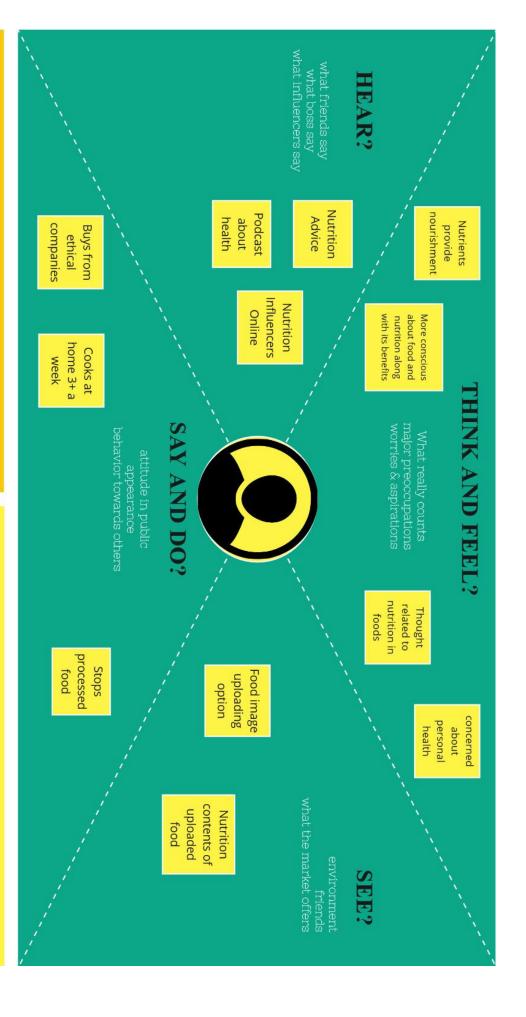
Date	17 October 2022
Team ID	PNT2022TMID13870
Project Name	Project - AI-Powered Nutrition Analyzer for Fitness Enthusiasts
Maximum Marks	4 Marks

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.

HEAR?

what friends say
what boss say
what influencers say

THINK AND FEEL?

What really counts
major preoccupations
worries & aspirations

SAY AND DO?

attitude in public
appearance
behavior towards others

SEE?

environment
friends
what the market offers

PAIN

Fears
Frustrations
Obstacles

Hard to find nutrition content in the food	Difficult to remember nutrition of the food	Unbalanced diet

GAIN

"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 life