Ideation Phase

Empathize & Discover
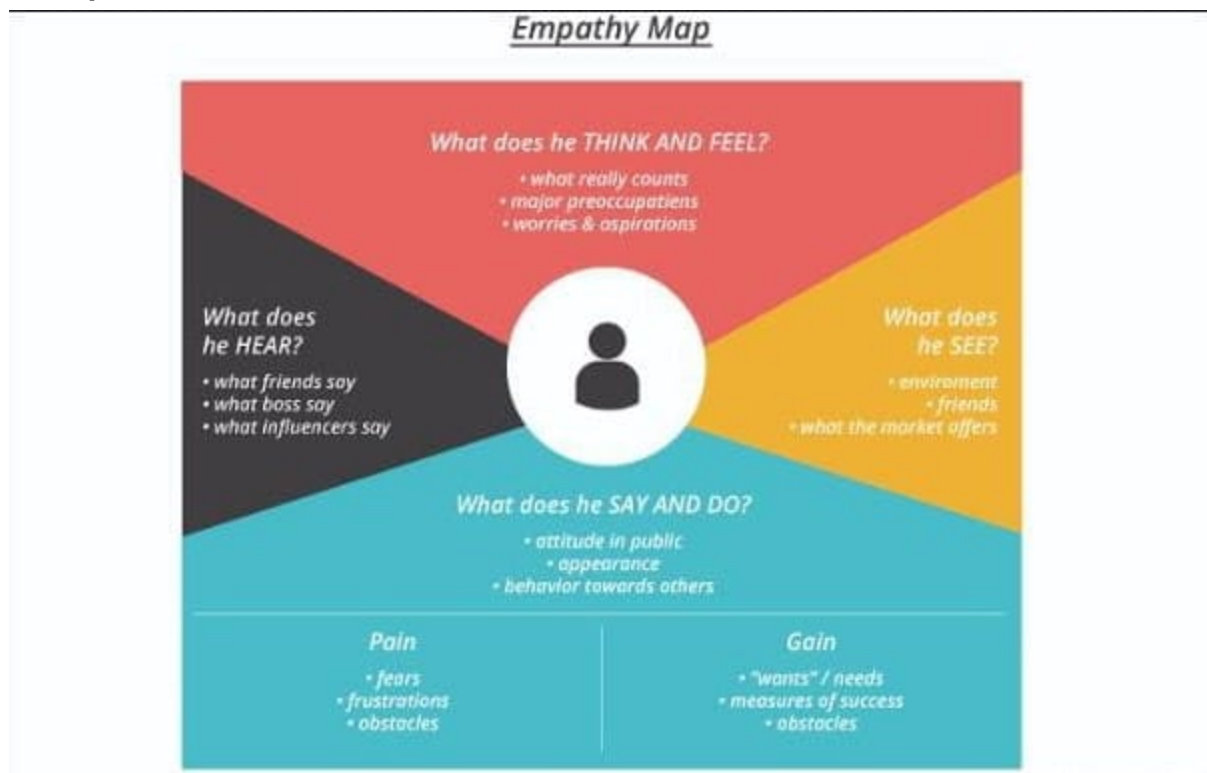
Date	19 September 2022
Team ID	PNT2022TMID11415
Project Name	Plasma Donar Application
Maximum Marks	4 Marks

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 Gray and has gained much popularity within the agile community.

An Empathy Map is just one tool that can help you empathise and synthesise your observations from the research phase, and draw out unexpected insights about your user's needs. An Empathy Map allows us to sum up our learning from engagements with people in the field of design research

Example:

Example: Plasma Donar Application