

Ideation Phase

Empathize & Discover

DATE	19 SEPTEMBER 2022
TEAM ID	PNT2022TMID30625
PROJECT NAME	SIGNS WITH SMART CONNECTIVITY AND ROAD SAFTETY
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.

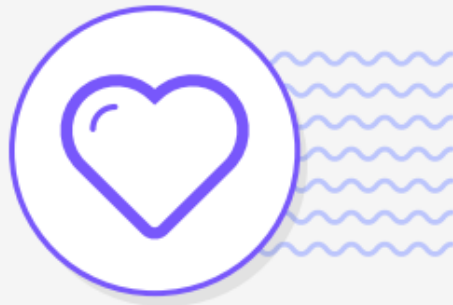
Creating an effective solution requires understanding the true problem and the person who is experiencing it. The exercise of creating the map helps participants consider things from the user's perspective along with his or her goals and challenges.

Reference:

<https://app.mural.co/t/ibmproject8607/m/ibmproject8607/1665556328211/56b28b8d81852def8c8d299806444fe8c53e9a05?sender=u0b631c9fb161a89b79146582>

Example:

SIGNS WITH SMART CONNECTIVITY AND ROAD SAFETY



Empathy map canvas

Use this framework to empathize with a customer, user, or any person who is affected by a team's work.

Document and discuss your observations and note your assumptions to gain more empathy for the people you serve.

Originally created by Dave Gray at



Develop shared understanding and empathy

Summarize the data you have gathered related to the people that are impacted by your work. It will help you generate ideas, prioritize features, or discuss decisions.

