Ideation Phase Empathize & Discover

Date	19 September 2022
Team ID	PNT2022TMID37006
Project Name	Nutrition Analyser
Maximum Marks	4 Marks

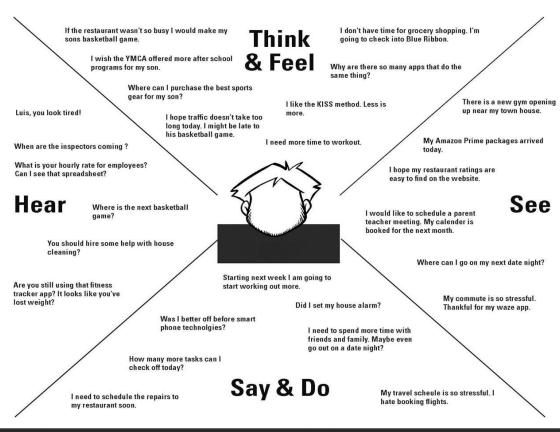
Empathy Map Canvas:

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.

Example:



- Luis is very busy with his francise. He needs help with logging into all his accounts for work and home. He has a hectic commute to work. He needs help from friends and family. Her calendar fills up too quickly

Gain

- The "SuperHuman" app will help with managing existing finance apps.
 He needs a password sign-in program like "LastPass."
 He needs his waze app to notifiy him of any changes to traffic.
 He needs reminders to stay in touch with family/friends.

- He needs more free time.