

IDEATION PHASE

EMPATHIZE AND DISCOVER

Assignment Date	17 September 2022
Team ID	PNT2022TMID39421
Student Roll Number	510119104023
Maximum Marks	4 MARKS

EMPATHY MAP CANVAS:

An empathy map is simple, easy-to-digest visual that captures knowledge about a user's behaviours and attitudes.

It is a useful tool to help teams to understand their users better.

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.

EMPATHY MAP MODEL:

