

Ideation Phase

Empathize & Discover

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|---------------|----------------------------------|
| Date | 19 September 2022 |
| Team ID | PNT2022TMID46372 |
| Project Name | Project – Customer Care Registry |
| Maximum Marks | 4 Marks |

Empathy Map Canvas:

Empathy maps are easy-to-read and digest visuals used not only to understand user behavior but also visually communicate those findings to colleagues, Uniting the team under one shared understanding of the user. An Empathy Map consists of four quadrants. The four quadrants reflect four key traits, which the user demonstrated/possessed during the observation/research stage.

Example: Customer Care Registry

