

Ideation Phase
Empathize & Discover

Date	19 September 2022
Team ID	PNT2022TMID30778
Project Name	Project - AI-powered Nutrition Analyzer for Fitness Enthusiasts
Maximum Marks	4 Marks

Empathy Map Canvas:

Says

What have we heard them say?
What can we imagine them saying?



Thinks

What are their wants, needs, hopes,
and dreams? What other thoughts
might influence their behavior?



Does

What behavior have we observed?
What can we imagine them doing?

Feels

What are their fears, frustrations, and
anxieties? What other feelings might
influence their behavior?

