

Ideation Phase

Empathize and Discover

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| Date | 10 September 2022 |
| Team ID | PNT2022TMID52039 |
| Project Name | Project - Signs with Smart Connectivity for Better Road Safety |
| Maximum Marks | 4 Marks |

Empathy Map Canvas:

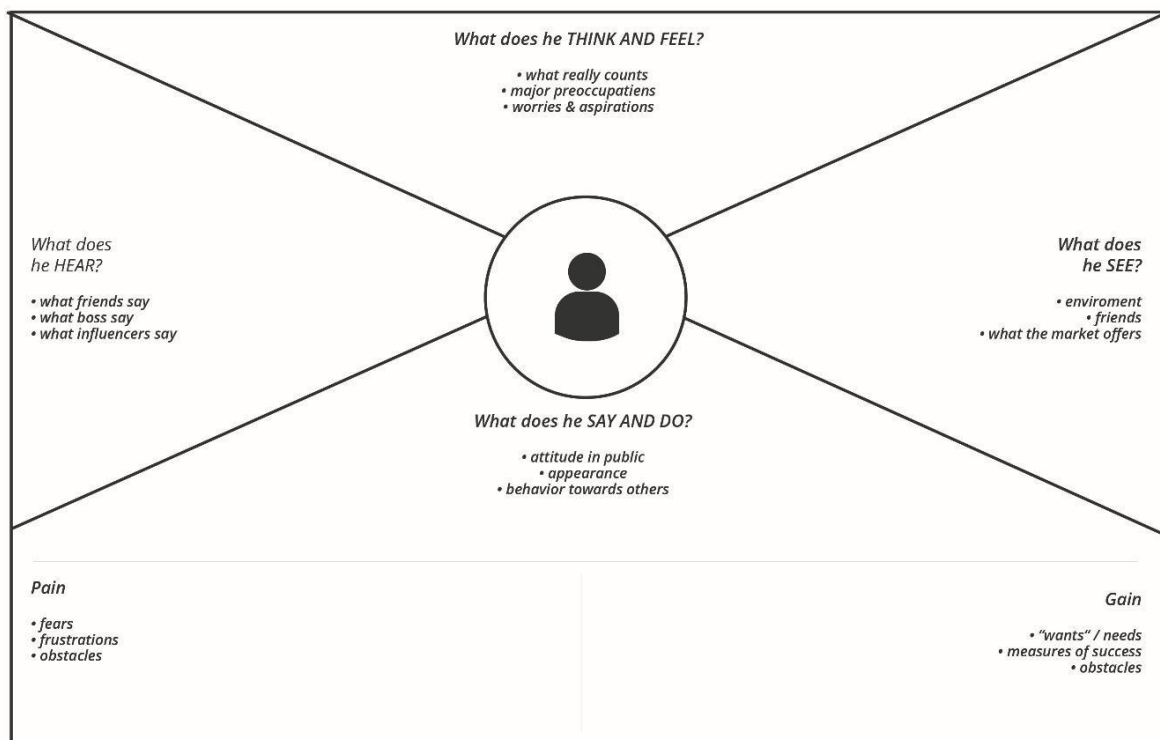
An empathy map is a simple, easy-to-digest visual that captures knowledge about a user's behaviors and attitudes.

It is a useful tool to help 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:

Empathy Map



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Business Model **Toolbox**

