

Ideation Phase

Empathize & Discover

Date	05 October 2022
Team ID	PNT2022TMID39371 Team lead:422719104027 Team member 1:422719104017 Team member 2:422719104002 Team member 3:422719104003 Team member 4:422719104029
Project Name	Containment Zone Alerting Application
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 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



Empathy Map Canvas

