

Ideation Phase – Empathize & Discover

Project Domain	Cloud Application Development
Project Title	News Tracker Application
Team ID	PNT2022TMID40746
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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.

