

## **Ideation phase**

### **prepare Empathy map**

Date	26.10.2022
Team Id	B10-4A6E
Project Name	Project Assistance For Seniors Who Are Self-Reliant

### **Empathy Map:-**

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.

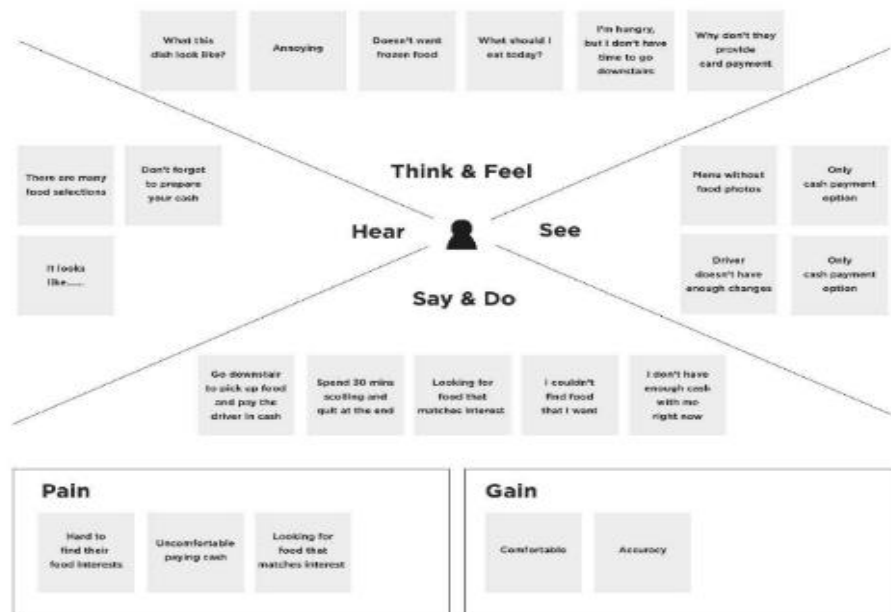
Creating an effective solution requires understanding the true problem and the person who is experiencing it.

The exercise of creating the map helps participants consider things from the user's perspective along with his or her goals and challenges.

An empathy map is a collaborative tool teams can use to gain a deeper insight into their customers. Empathy maps can be used to represent a segment of users and can be a great substitute for traditional user personas.

These can be developed to get an empathetic insight into the user's mind by focusing on user thoughts rather than on demographic details. Empathy maps can affect the entire project by transitivity and therefore, it is important that they are built through real data and not based on assumptions.

## Example: 1



## Example: 2

