

Ideation Phase Empathize & Discover

Date	19 September 2022
Team ID	PNT2022TMID46761
Project Name	Real-Time River Water Quality Monitoring and Control System
Maximum Marks	4 Marks

Empathy Map :

An empathy map is a visualization tool used to articulate what a product team knows about a user. This tool helps product teams build a broader understanding of the “why” aspect behind user needs and wants. This tool forces product teams to practice empathic design, which shifts the focus from the product they want to build to the people who will use this product. As a team identifies what they know about the user and places this information on a chart, they gain a more holistic view of the user’s world and his or her problems, or opportunity space.

