

IDEATION PHASE
EMPHATHIZE & DISCOVER

Team ID	PNT2022TMID52216
Project Name	Plasma Donor Application
Maximum Marks	4 Marks

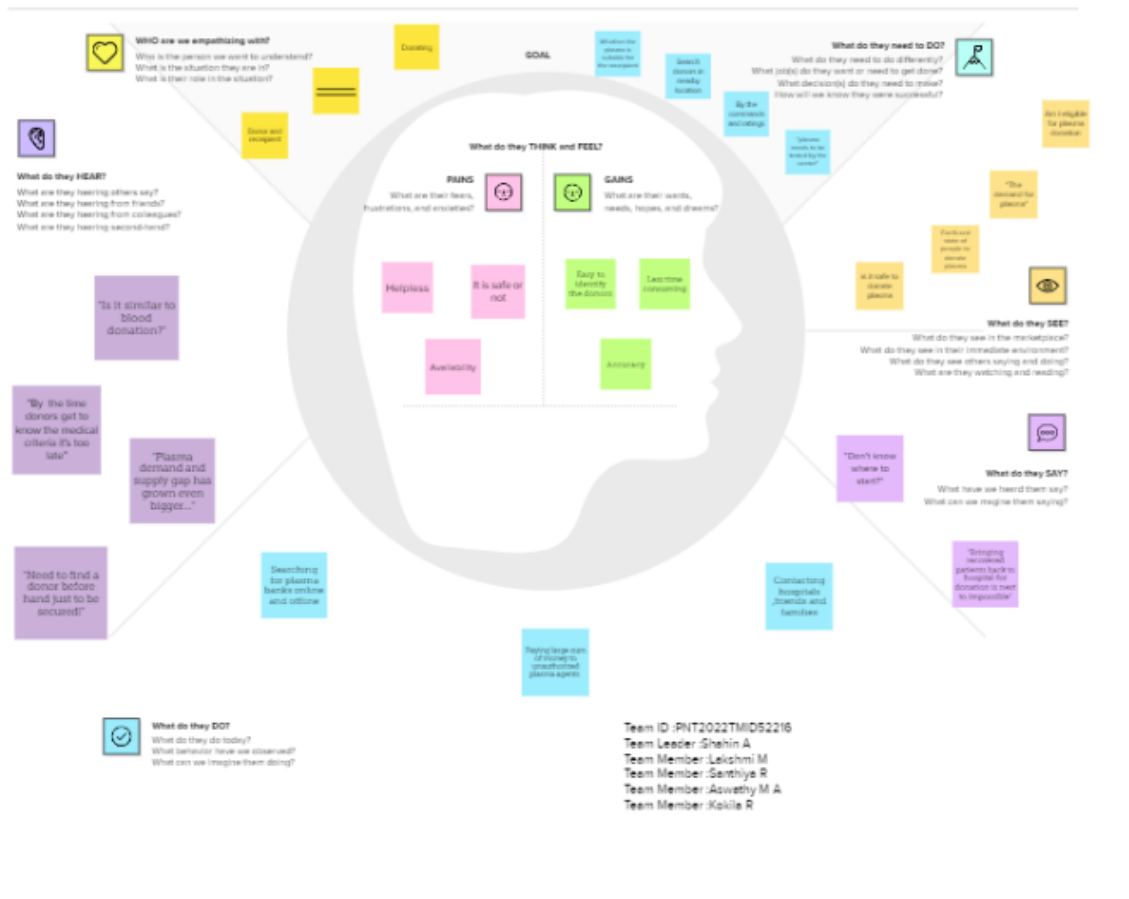
Empathy Map Canvas:

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

It is a useful tool to helps 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 :



Team Leader : A.Shahin

Team Member : M.Lakshmi

Team Member : R.Santhiya

Team Member : M.A Aswathy

Team Member : R.Kokila