Ideation Phase
Empathize & Discover

Date	20 OCTOBER2022
Team ID	PNT2022TMID25013
Project Name	AI-powered Nutrition Analyzer foRFitnessEnthusiasts
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 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 persective along with his or her goals and challenges.

AI-powered Nutrition Analyzer for Fitness Enthusiasts

Says

Does

Take so much space and irritate by so many option and menu

Don't want to see the irrelevant information and not accurate.

Everytime come on home screen refresh the page.

Sometimes check the friend's steps and compare

Only see to compare with previous day.

Not correct information provide I've to refresh again and again.

After sometime the lose motivation to open the app.

with others.compare steps and other activity

USER

Get confused when see the too many numeric value and close the app

Worried about is steps is count or not.

Not showing what she want.

No rewards or no challenge to complete the task.

Too many data seen and get confused what she want.

Aftersometime lose motivation to open the app.

Cognitive load increased

-Irritated
-Confused
-ignored

Feel

Think