

Ideation Phase

Empathize & Discover

Date	19 October 2022
Team ID	PNT2022TMIB31665
Project Name	Project – News Tracker Application
Maximum Marks	4 Marks

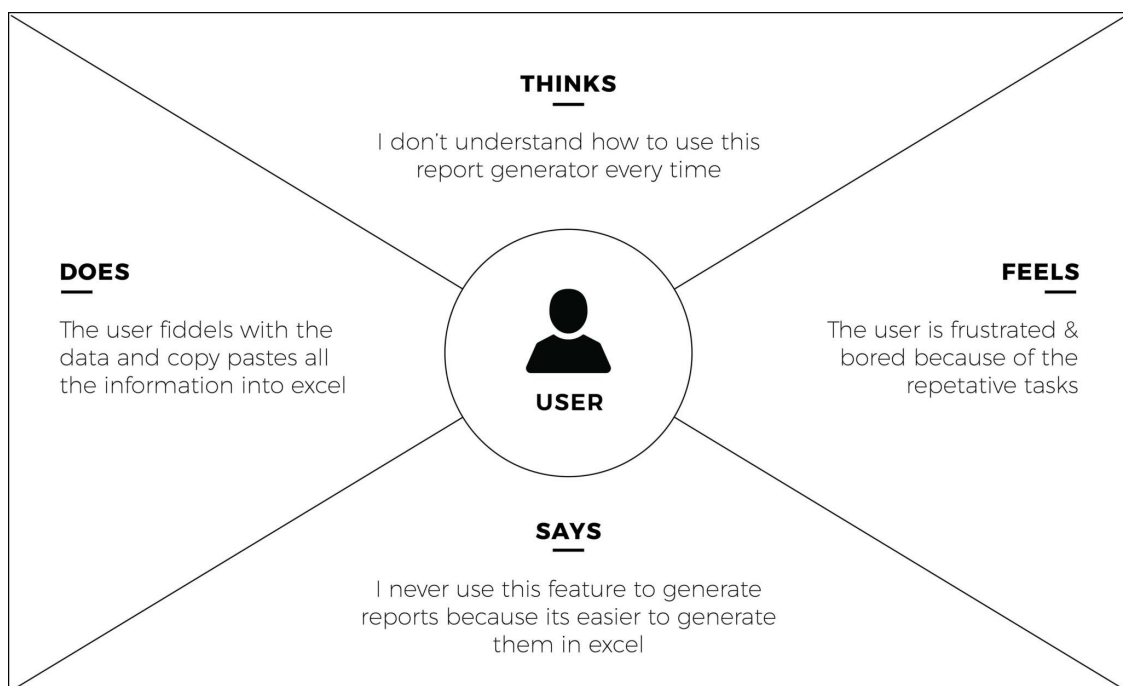
Empathy Map Canvas:

An empathy map is a straightforward, easy-to-understand visual that captures information about a user's behaviours and attitudes.

It is a useful tool that assists teams in better understanding their users. Understanding the true problems and the person experiencing them is required for developing an effective solution. The exercise of creating a map encourages participants to consider things from the user's point of view, as well as his or her goals and challenges.

Example:

Empathy Map



Reference: <https://www.mural.co/templates/empathy-map-canvas>

Example: News Tracker Application

