IDEATION PHASE

EMPATHIZE AND DISCOVER

AI - POWERED NUTRITION ANALYZER FOR FITNESS ENTHUSIASTS

Date	21 October 2022
Team ID	PNT2022TMID41375
Project name	AI-Powered Nutrition Analyzer for Fitness Enthusiasts
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 attitude .
- It is a useful tool to helps teams better understand their users.
- An empathy map is a collaborative to into their customers much like a user personal, an empathy map can represent a group of users ,such as a customer segment
- The empathy map was originally created by Dave Gray and has gained much popularity within the agile community.
- An empathy map consists of four quadrants.
- The four quadrants reflect four key traits ,which the user demonstrated /possessed during the observation /research stage,
- The four quadrants refer to What the user said ,Did ,Thought, and felt
- An empathy map helps to map what a design team knows about the potential audience.
- This tool helps to understand the reason behind some actions a user takes deeply. This tool helps build empathy towards users and help design teams shift focus from the product to the users who are going to use the product.
- Follow the rule ,"one personal per map ".
- This means ,if you have multiple personals ,there should be an empathy map for each .
- Mixing different personals in one , map won't give you valuable insights.

EMPATHY MAP *Example (Buying a TV)*

SAYS

I was expecting something different

What do you think?

Where should I start?

What brand do you like?

I want something reliable

What size is best?

THINKS

Why is this so hard?

Do they think I'm stupid?

What is best for me?

Too many acronyms

What else am I missing?

I want something awesome

Wasting too much time?

Maybe this isn't the best

JAMIE

DOES

Checks the website

Lists pros/cons

Compares products

Makes small decisions

More research

Postpones big decisions

Observes in store

Asks friends

FEELS

Fear

Over-whelmed

Inade-quate

Excited

Usure who to trust

Anxious