EMPATHY MAP

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Team ID	PNT2022TMID41405
Project Name	Global Sales Data Analytics

Empathy Map:

An empathy map is a simple, easy-to-digest visual that captures knowledge about a user's behaviors 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: