

Ideation Phase

EMPATHIZE & DISCOVER

*Containment Zone Alert
Application*

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CONTAINMENT ZONE ALERT APPLICATION

Empathy Map Canvas

Date	06 September 2022
Team ID	PNT2022TMID18548
Project Name	Project - Containment Zone Alert Application
Maximum Marks	4 Marks

An empathy map is a collaborative tool that allows teams to develop a better understanding of their customers. An empathy map, like a user persona, can represent a group of users, such as a consumer segment. An Empathy Map is divided into four quadrants. The four quadrants represent four major features demonstrated/possessed by the user throughout the observation/research stage. The four quadrants represent what the user said, did, thought, or felt.

Containment Zone Alert Application - Empathy Map Canvas

