Ideation Phase Empathize & Discover

Date	19 September 2022
Team ID	PNT2022TMID432160
Project Name	Project - Web Phishing Dection
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 perspective along with his or her goals and challenges.

Empathy Map

Example:

What does he THINK AND FEEL? what really counts major preoccupations worries & aspirations What does What does he HEAR? he SEE? what friends saywhat boss saywhat influencers say enviroment friends what the market offers What does he SAY AND DO? • attitude in public appearance behavior towards others Pain Gain • fears • frustrations • obstacles "wants" / needs measures of success obstacles

Business Model Toolbox

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

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Example: Food Ordering & Delivery Application

