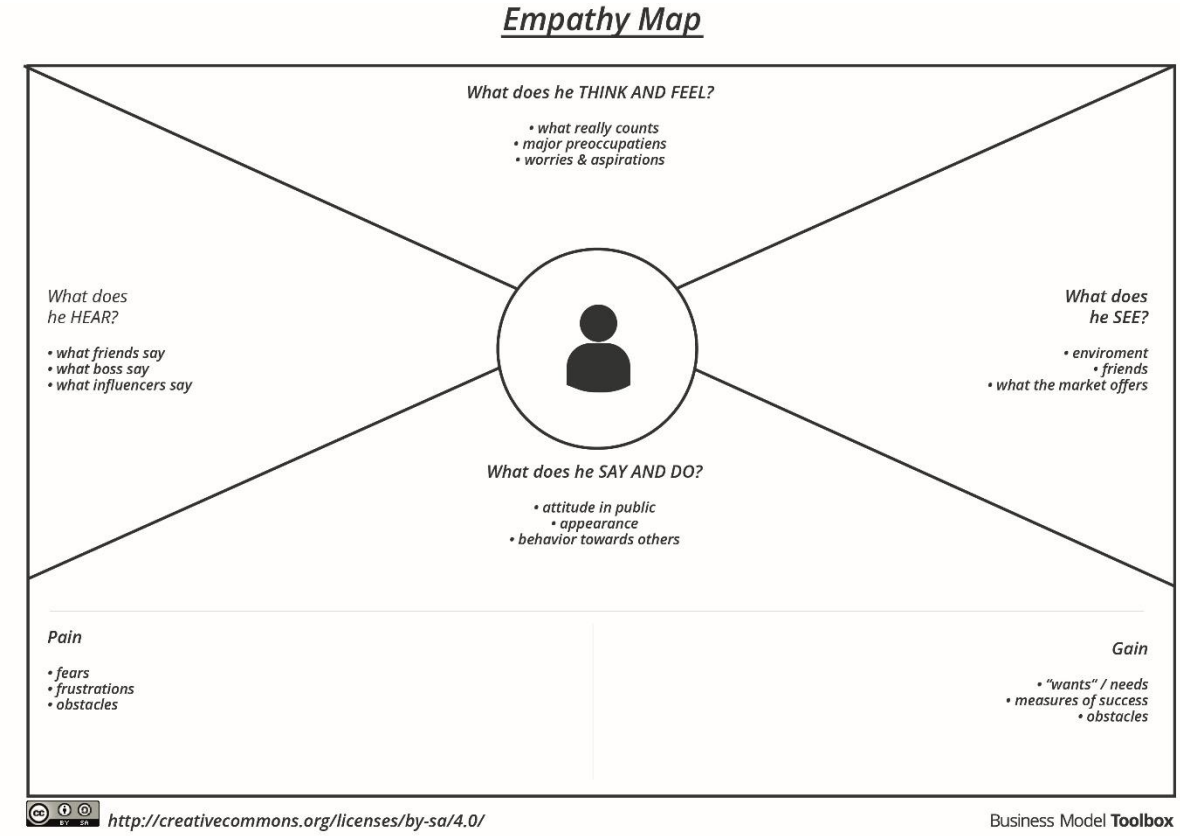
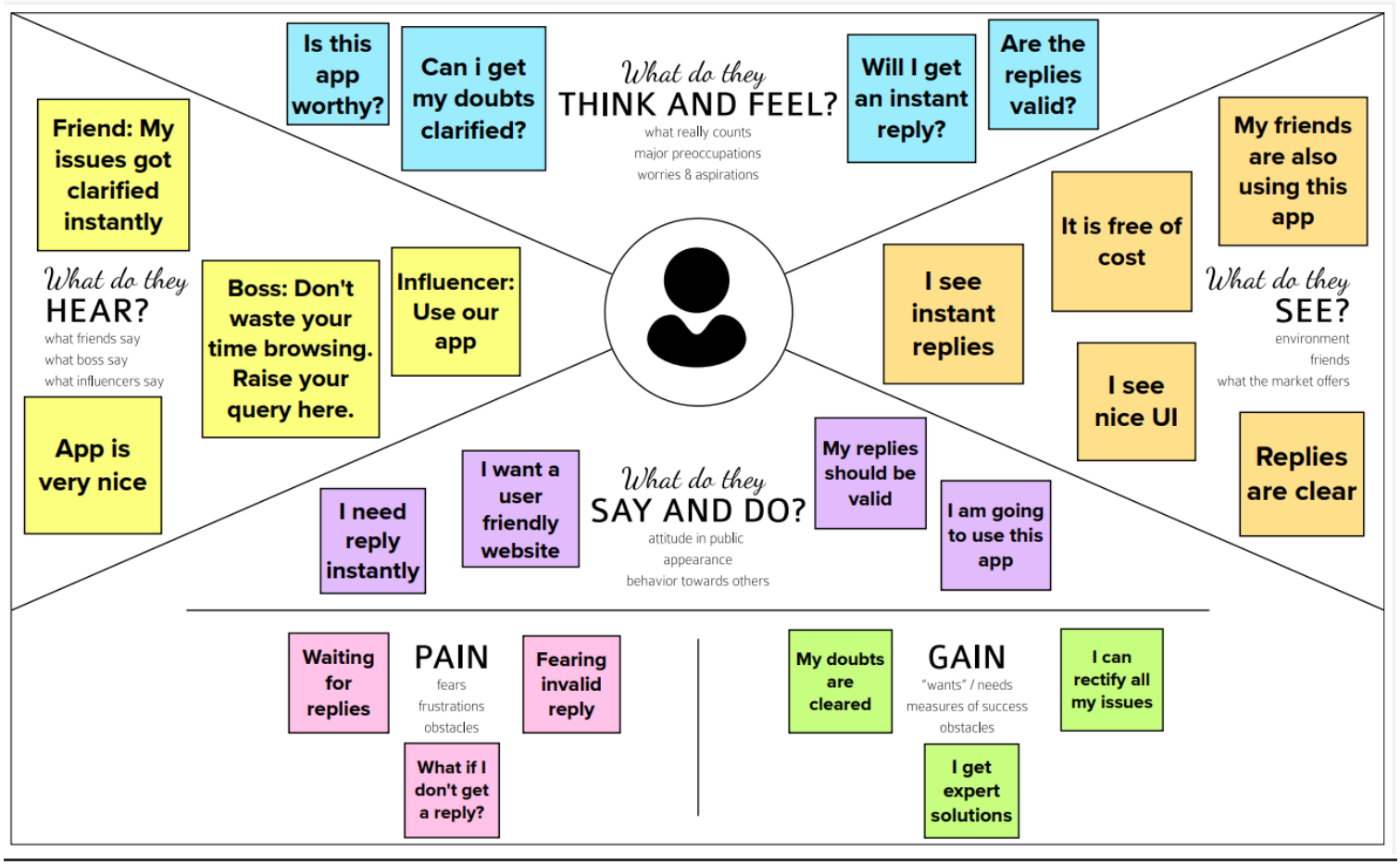
Ideation Phase
Empathize & Discover

Date	26 September 2022
Team ID	PNT2022TMID43073
Project Name	Project - Customer Care Registry
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.

Example:



Empathy Map for Customer Care Registry: