

IDEATION PHASE
EMPATHIZE & DISCOVER

Date	19 September 2022
Team ID	PNT2022TMID25103
Project Name	Project – AIRLINES DATA ANALYTICS FOR AVIATION INDUSTRY
Maximum Marks	4 Marks

EMPATHY MAP CANVAS:

An Empathy map is a simple, easy –to-digit visual that captures knowledge about a user’s behaviour 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 the participants consider things from the user’s perspective along with his or her goals and challenges.

