## Ideation Phase Empathize & Discover

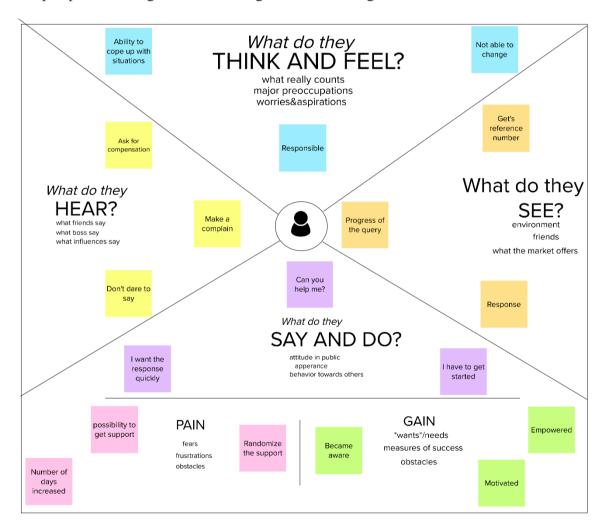
Date	16 October 2022
Team ID	PNT2022TMID43847
Project Name	Project – CUSTOMER CARE REGISTRY
Maximum Marks	4 Marks

## **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.



## Reference:

https://app.mural.co/t/sermathangam4806/m/sermathangam4806/1665822477072/743ffa591f 5e2e002927380e29ba5cc0941022dd?sender=u0c56fb26d16cf2abd9f22481