

Ideation Phase

Empathize & Discover

| | |
|---------------|---------------------------------|
| Date | 07-NOV-2022 |
| Team ID | PNT2022TMID38215 |
| Project Name | Nutrition Assistant Application |
| Maximum Marks | 4 Marks |

Empathy Map Canvas:

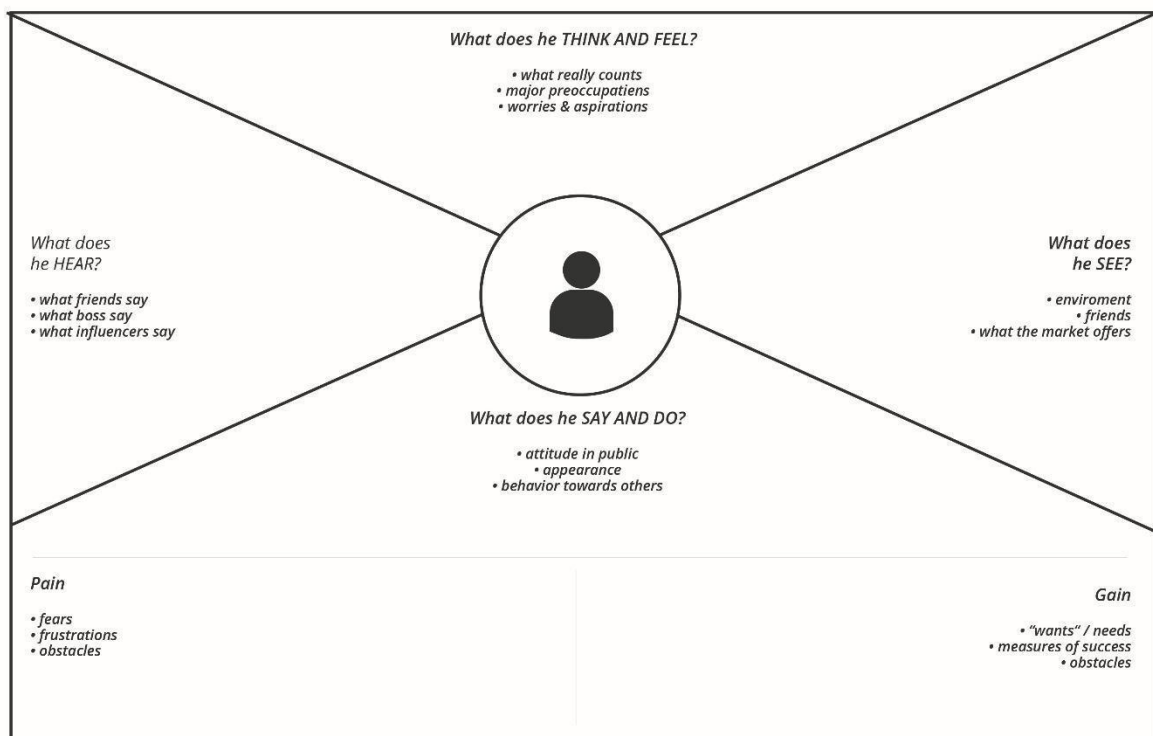
An empathy map is a simple, easy-to-digest visual that captures knowledge about a user's behaviours and attitudes.

It is a useful tool to help 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:

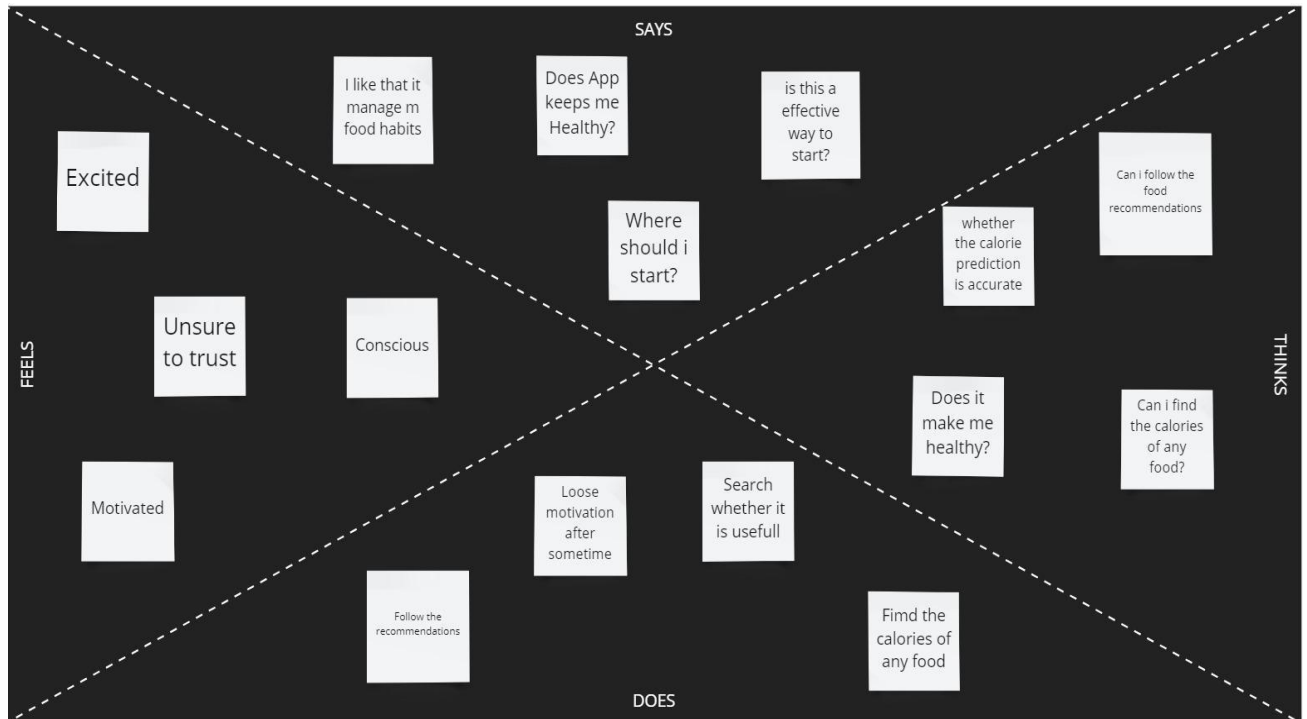
Empathy Map



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Business Model **Toolbox**

Example: Empathy For Nutrition Assistant Application



Gain

Track the progress

Teach good habits

Support to eat healthy

Pain

Inaccuracy

Time consuming

Chance to get addicting

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