Ideation Phase Empathize & Discover

Date	19 September 2022
Team ID	PNT2022TMID08662
Project Name	Project – Web Phishing Detection
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:

• fears • frustrations • obstacles

What does he THINK AND FEEL? * what really counts * major preoccupatiens * worries & aspirations What does he HEAR? * what friends say * what hoass say * what influencers say What does he SAY AND DO? * attitude in public * appearance * behavior towards others Pain Gain

"wants" / needs
 measures of success
 obstacles

Business Model Toolbox

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

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Web Phishing Detection

