



IDEATION PHASE

EMPATHY

Empathy Map Canvas

Gain insight and understanding on solving customer problems.

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Build empathy and keep your focus on the user by putting yourself in their shoes.






Share your feedback

BRAIN STORMING



Brainstorm & idea prioritization

Use this template in your own brainstorming sessions so your team can unleash their imagination and start shaping concepts even if you're not sitting in the same room.

-  **10 minutes** to prepare
-  **1 hour** to collaborate
-  **2-8 people** recommended



Key rules of brainstorming

To run an smooth and productive session



Stay in topic.



Encourage wild ideas.



Defer judgment.



Listen to others.

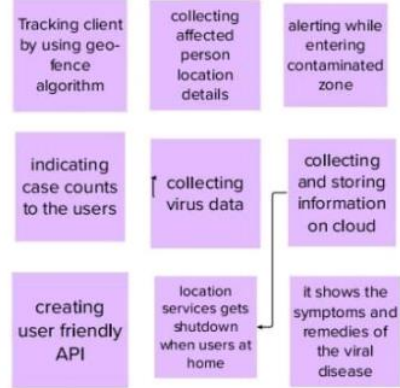


Go for volume.

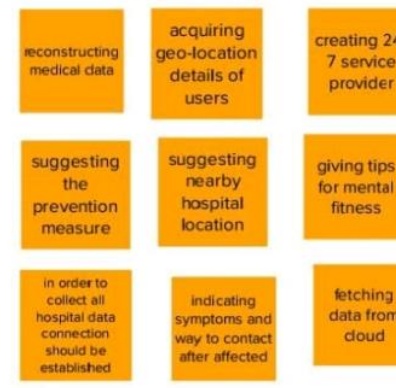


If possible, be visual.

AMUTHA P



JANNATH FIRTHOUSE A



MUTHUSELVI M



PRIYA K

