

Ideation Phase

Empathize & Discover

Date	19 September 2022
Team ID	PNT2022TMID24396
Project Name	SMART FASHION RECOMMENDER APPLICATIONN
Maximum Marks	4 Marks

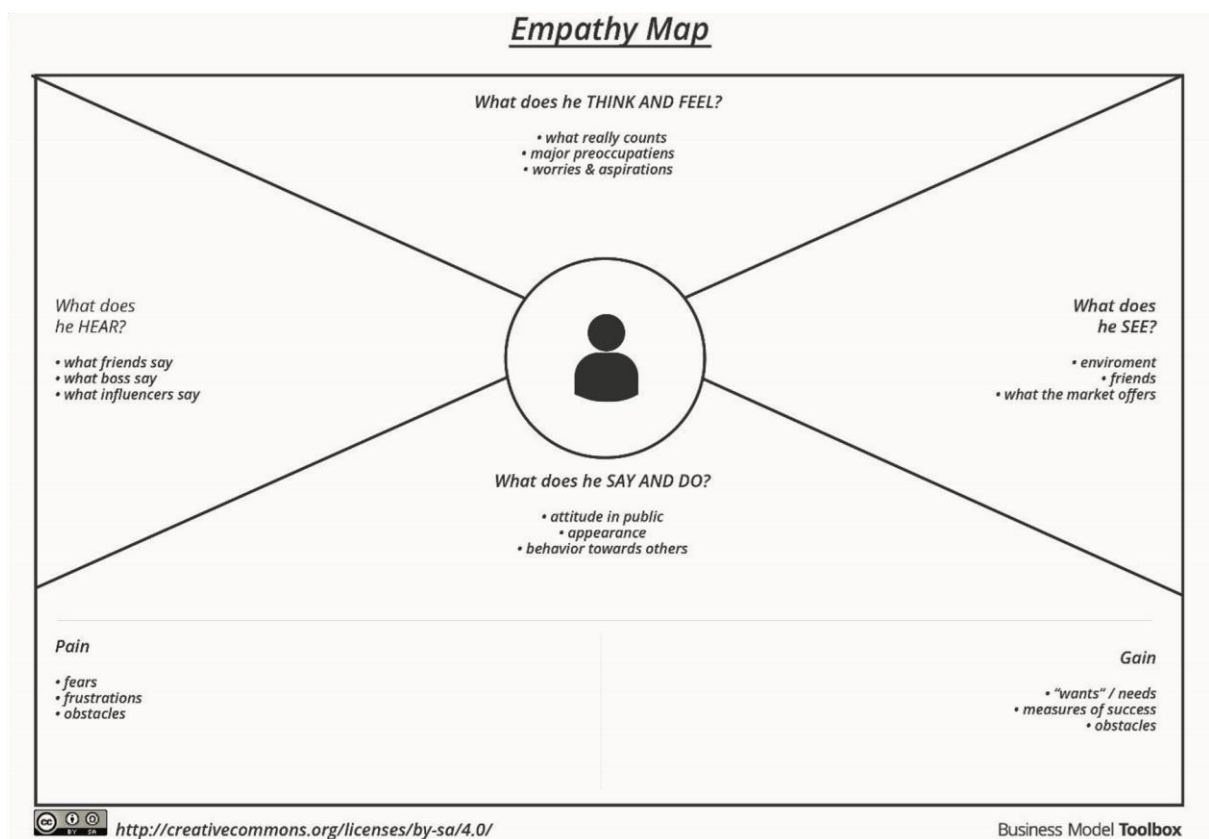
Empathy Map Canvas:

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.

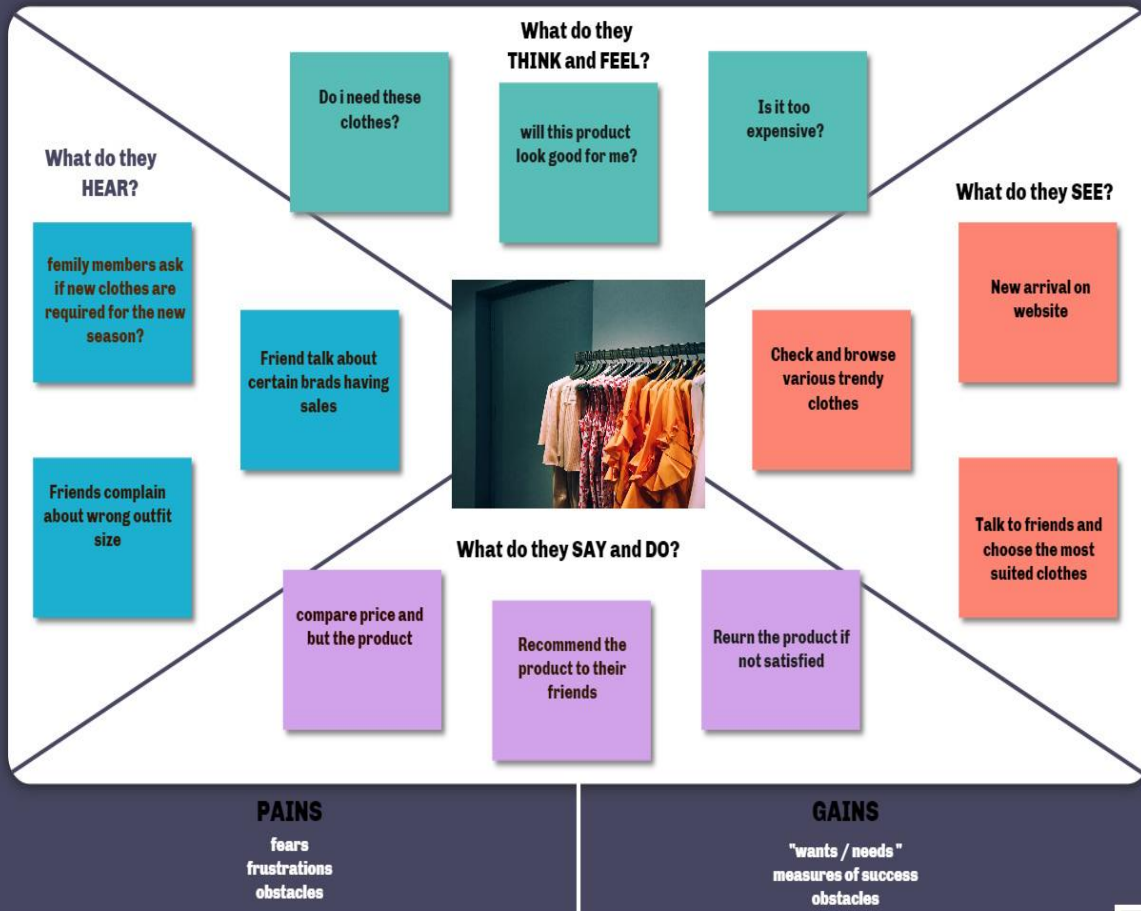
Creating an effective solution requires understanding the true problem and the person who is experiencing it. The exercise of creating the map helps participants consider things from the user's perspective along with his or her goals and challenges.

Example:



Empathy Map Canvas

YOUR
LOGO



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