## Ideation Phase Empathize & Discover

Date	19 September 2022
Team ID	PNT2022TMID24413
Project Name	Project - Data Analytics for DHL Logistics
	Facilities
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.

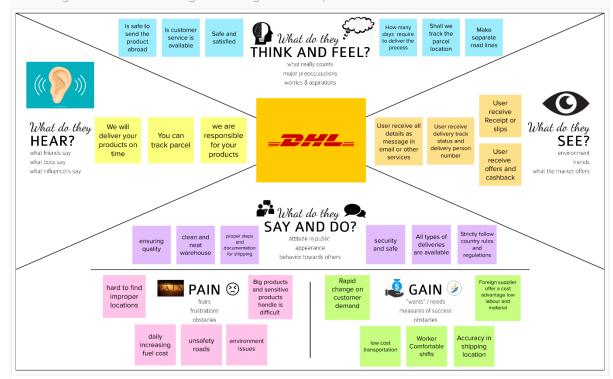
It is a useful tool to helps teams better understand their users.

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: Data Analytics for DHL Logistics Facilities** 

## **Empathy Map for DHL Logistics Facilities**

Gain insight and understanding on solving customer problems.



TEAM DETAILS: Data Analytics for DHL Logistics Facilities [IBM-Project-54082-1661588854]

Team Lead: Surya R

Team Members: Surya K, Keshav J, Subash M

Team Id: PNT2022TMID24413