

Ideation Phase

Empathize & Discover

Date	29 September 2022
Team ID	PNT2022TMID45515
Project Name	AI based discourse for Banking Industry
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 :

