

Ideation Phase

Empathize & Discover

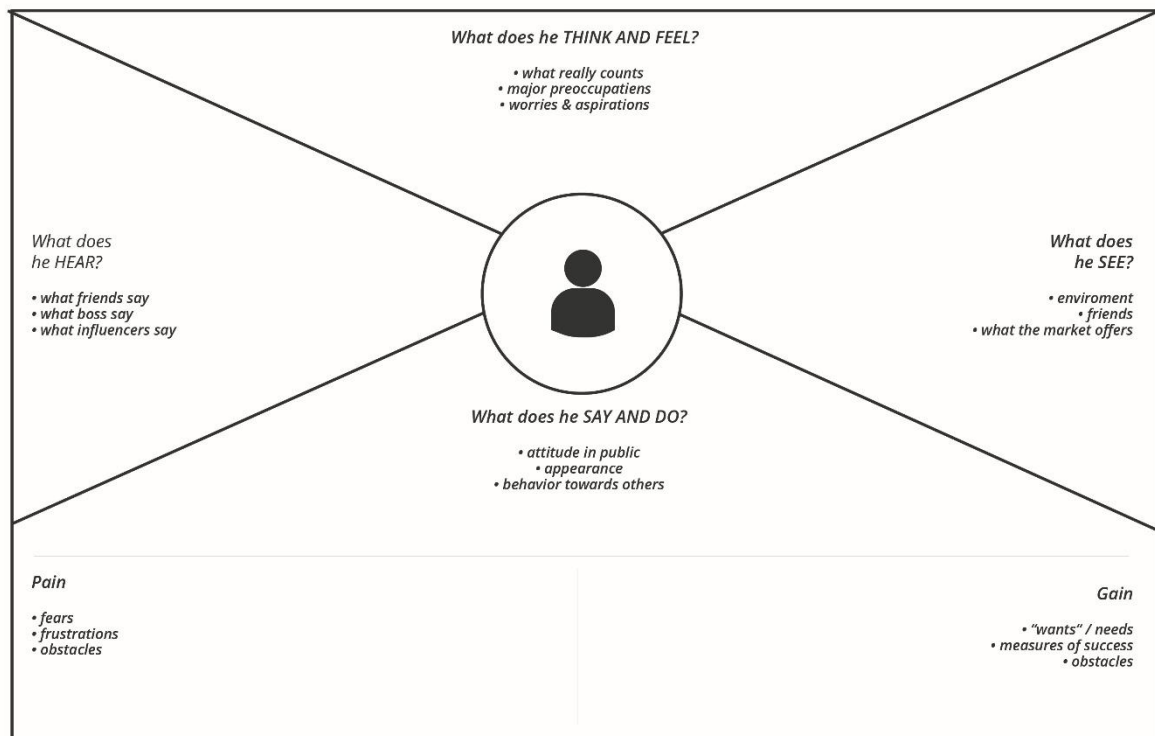
Date	19 September 2022
Team ID	PNT2022TMID43270
Project Name	Signs with smart connectivity for better road safety
Maximum Marks	4 Marks

Empathy Map Canvas:

An empathy map canvas is a more in-depth version of the original empathy map, which helps identify and describe the user's needs and pain points. And this is valuable information for improving the user experience.

Teams rely on user insights to map out what is important to their target audience, what influences them, and how they present themselves. This information is then used to create personas that help teams visualize users and empathize with them as individuals, rather than just as a vague marketing demographic or account number.

Empathy Map



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Business Model **Toolbox**

Food Ordering& Delivery Application

