

Ideation Phase

Empathize & Discover

Date	5 November 2022
Team ID	PNT2022TMID32512
Project Name	Project – Digital Naturalist- AI Enabled tool for Biodiversity Researchers
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 also 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.

