

Ideation Phase

Empathize & Discover

Empathy Map:

An empathy map is a simple, easy-to-digest visual that captures knowledge about the user's behaviours and attitudes.

It is a very useful tool to help teams to 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.

