**Ideation Phase**

**Empathize & Discover**

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| Date | 26 September 2022 |
| Team ID | PNT2022TMID35525 |
| Project Name | Project – 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.

In the below Empathy map we have captured the users possible emotions towards the banking portal, and have visualized the problems faced by them and have categorized the advantages and disadvantages of the existing system.

