

Ideation Phase

Brainstorm & Idea Prioritization Template

Date	3 October 2022
Team ID	PNT2022TMID00584
Project Name	News Tracking Application
Maximum Marks	4 Marks

Empathy Map and Canvas:

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

