

Ideation Phase

Empathize & Discover

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Team Id	C19FED1074EE13BB40E4336584FD97D A
Project Name	hashtag generator

Empathy Map :

Understand the needs, emotions, and behaviors of potential customers interacting with the business through its Google My Business profile.

It is very useful tool to helps teams better understand their users.

Much like a user persona, an empathy map can represent a group of users, such as a customer segment. An empathy map is a collaborative tool teams can use to gain into their customers.

A technique used by UX (User Experience) Designers to help them develop an empathetic understanding of their used.

The exercise of creating the map helps participants consider things from the user's perspective along with his or her goals and challenges.

The Empathy map On Our Project is below:



Reference link:

<https://app.mural.co/t/kalaiselvim5756/m/kalaiselvim5756/1697985950905/bbccfeef46eb176c0c40dcb827d8996162254659?sender=u4e4e8276ade14fec946d6048>