

Ideation Phase

Empathize & Discover

Date	19 September 2022
Team ID	PNT2022TMID53843
Project Name	Data Analytics For DHL Logistics Facilities
Maximum Marks	4 Marks

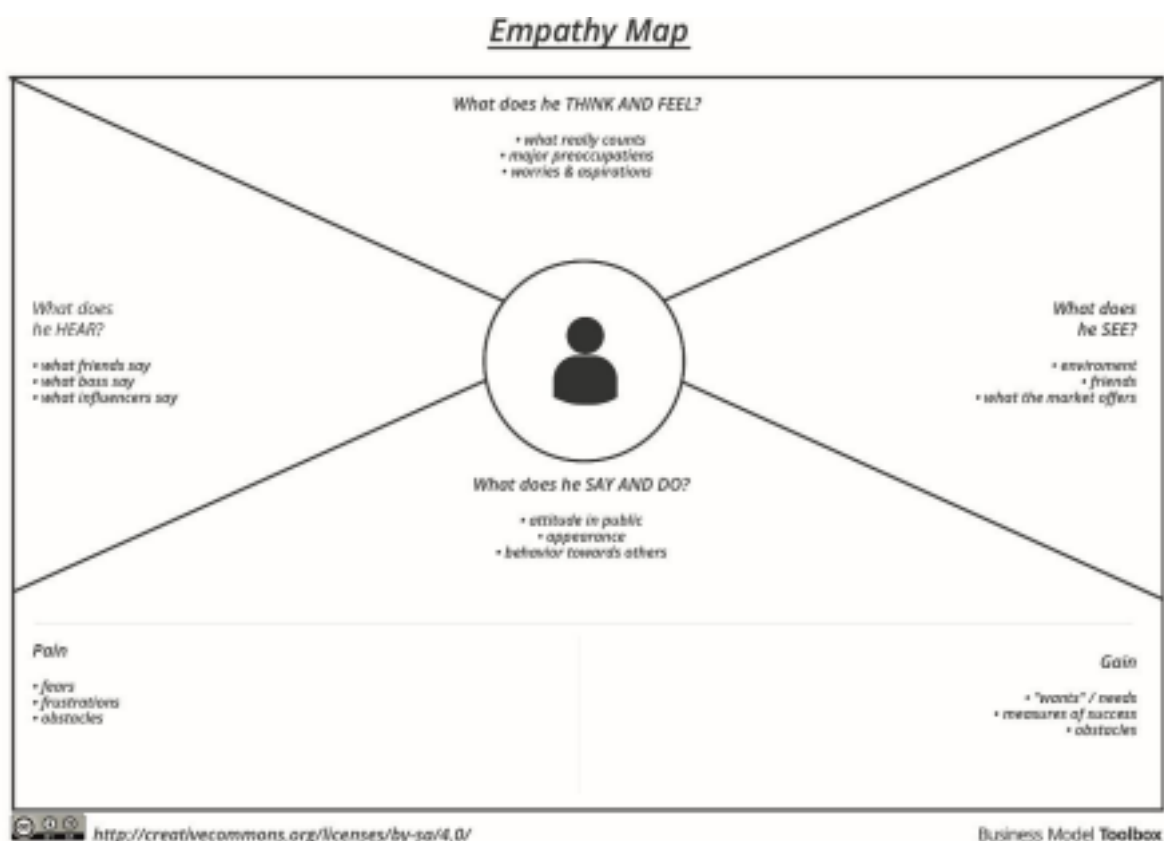
Empathy Map Canvas:

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

It is a useful tool to help teams better understand their users.

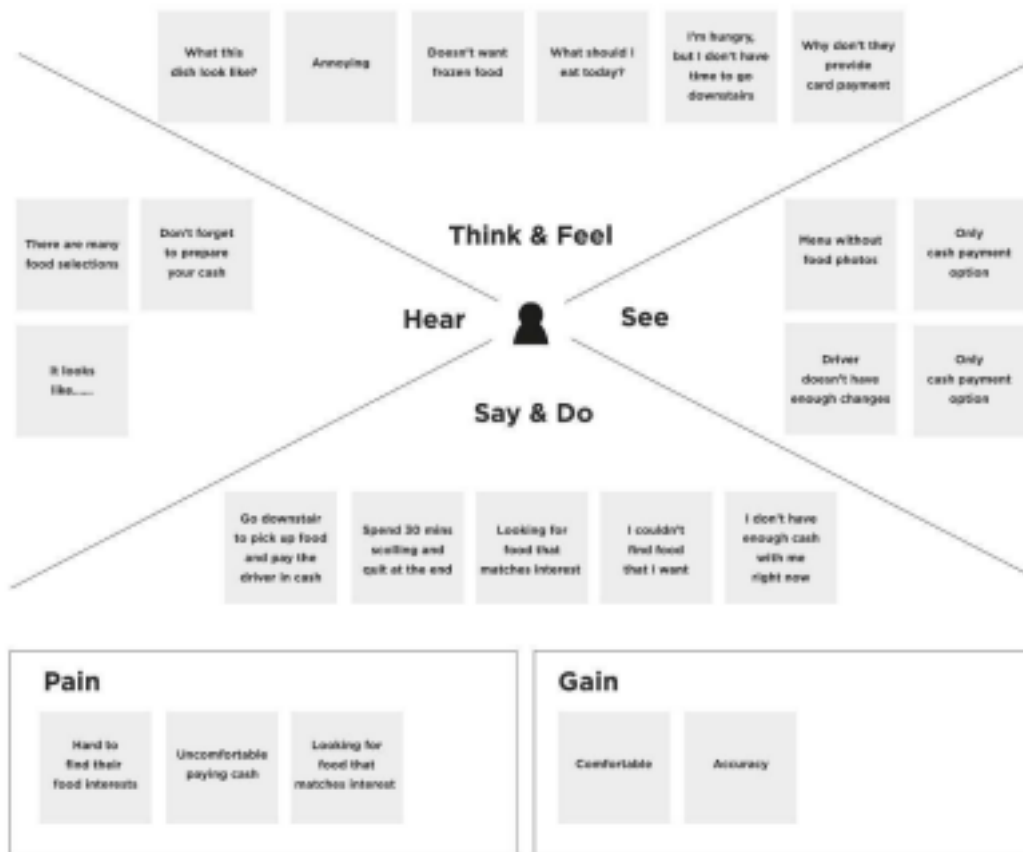
Creating an effective solution requires understanding the true problem and the person who is experiencing it. The exercise of creating the map helps participants consider things from the user's perspective along with his or her goals and challenges.

Example:



Reference: <https://www.mural.co/templates/empathy-map-canvas>

Example: Food Ordering & Delivery Application



Empathy maps are a gathering of information that depicts your ideal customer. As your team starts to gather data, it is important to know the difference between empathy and sympathy. Although the two words sound the same, they mean two different things. Empathy is when you feel and understand someone's feelings, attitude, and experiences. It is the understanding of other's experiences with everyday life events. Sympathy is related to feeling sorry for another person's grief and troubles.

This map can come in various shapes and colors. Sticky notes are a common tool used, as it simplifies complicated data and can be color coded for better organization. But no matter what information is collected, the targeted audience is always placed in the center surrounded by 6 different components:

- How the customer thinks and feels
- What the customer hears
- What the customer sees
- What the customer says and does
- The customer's pain