

Ideation Phase

Empathize & Discover

Date	03 November 2023
Team ID	NM2023TMID04561
Project Name	Create A Blog using WordPress Platform

Empathy map 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 users along with his or her goals and challenges.

Reference Link:

<https://app.mural.co/t/cakecastle5938/m/cakecastle5938/1698485154121/50d48210df24aa174c72b4750bd595822a4dd631?sender=ua75e4843225967402c4d0732>

EXAMPLE:

