

Ideation Phase

Empathize & Discover

Date	26-10-2023
Team ID	Team - 591779
Project Name	Walmart Sales Analysis for Retail Industry with Machine Learning
Maximum Marks	4 Marks

Empathy Map Canvas:

An empathy map is a tool that helps us to gain a deeper understanding of the customers' needs, thoughts, and feelings. The empathy map is not a one-time exercise. It can be revisited and updated as more insights are gathered, allowing us to refine the understanding of the customer over time.

The insights gained from empathy map guide decision-making in marketing strategies and overall customer experience design. It aligns with the principle that successful solutions are those that resonate with the human experience and fulfil genuine user needs. The map is typically divided into four quadrants, each representing a different aspect of the user's experience.

Reference:

<https://app.mural.co/t/walmart8615/m/walmart8615/1698662602687/1551a2cf388f11c6ff843b8d5ea4bacec62ccc93?sender=u948e88338da34e7f8d8d1103>



Says

What have we heard them say?
What can we imagine them saying?

Thinks

What are their wants, needs, hopes, and dreams?
What other thoughts might influence their behavior?

