

Ideation Phase

Empathize & Discover

Date	13 March 2023
Team ID	NM2023TMID16433
Project name	Identifying patterns And Trends In Campus Placement Data Using Machine Learning
Maximum Marks	5 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.

In the ideation phase we have empathized as our client **Placement Trend Analyzer** and we have acquired the details which are represented in the empathy map given below.

Example:

Empathy map

