Ideation phase

Empathize & discovery

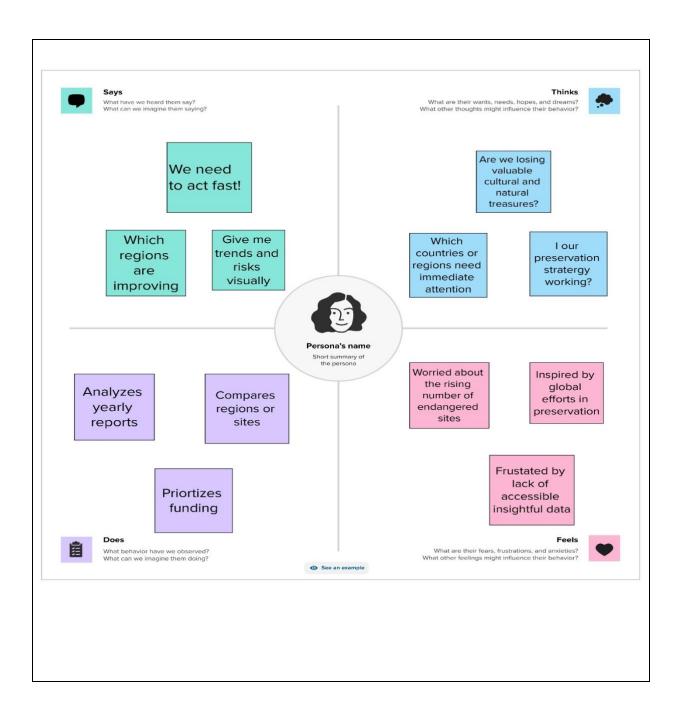
Date	22 June 2025
Team Id	LTVIP2025TMID47828
Project Name	Heritage treasure
Maximum Marks	4 Marks

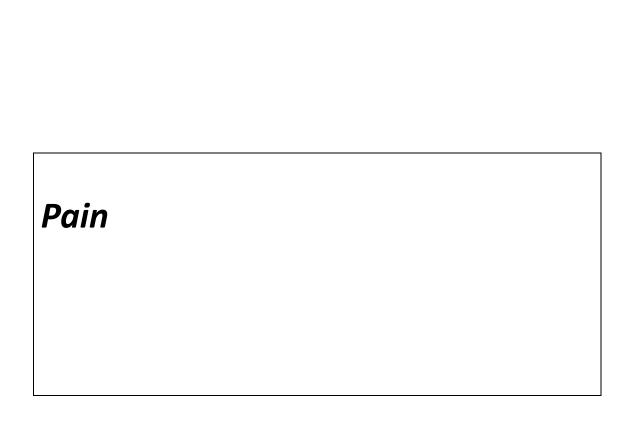
Empathy Map Canvas:

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

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

Empathy Map





Scattered or static data sources

Difficulty communic ating

Limited funding without

Gain Clear visuals to support decisions

Easy storytelling with data

and

insigths