

Ideation Phase

Empathize&Discover

Date	30 June 2025
TeamID	LTVIP2025TMID41801
ProjectName	Artificial intelligence and machine learning
MaximumMarks	4Marks

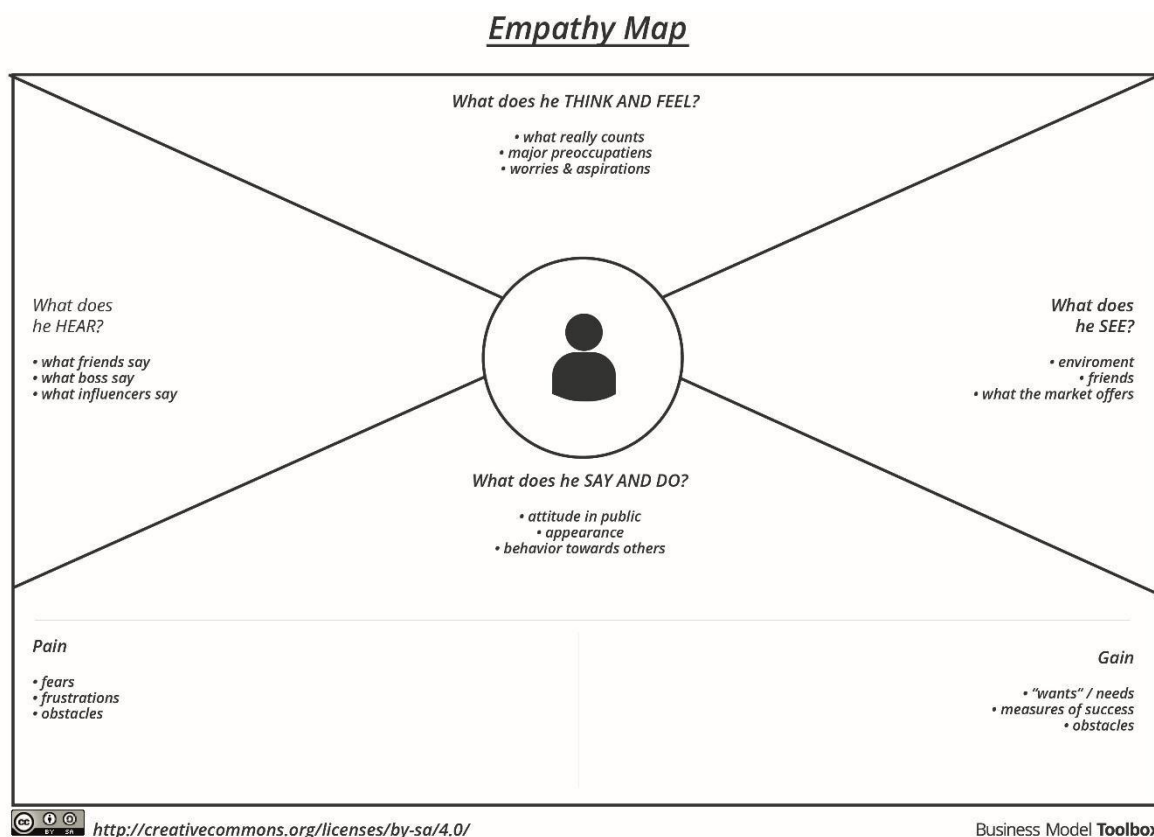
EmpathyMapCanvas:

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

