

Ideation Phase
Empathize & Discover

Date	19 September 2022
Team ID	NM2023TMID05070
Project Name	Analysing The Performance & Efficiency Of The Radisson Hotels Using Data Visualization Techniques Using IBM COGNOS
Maximum Marks	4 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.

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.



Empathy map

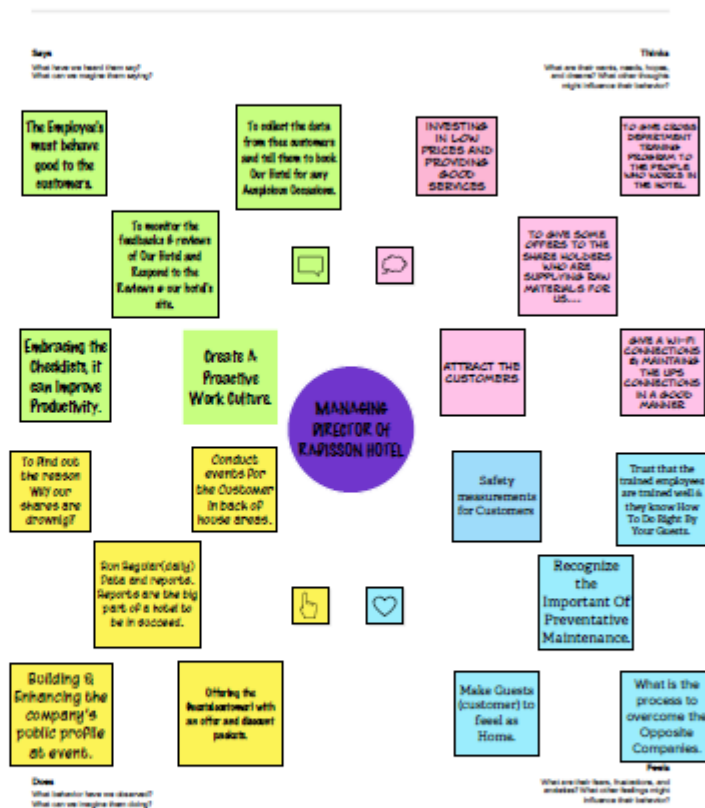
Use this framework to develop a deep, shared understanding and empathy for other people. An empathy map helps describe the aspects of a user's experience, needs and pain points, to quickly understand your users' experience and mindset.

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Build empathy

The information you add here should be representative of the observations and research you've done about your users.



Need some inspiration?

Check a detailed version of this template to kickstart your work.

[Open example](#)

