# Ideation Phase
## Empathize & Discover

| Date | 29-04-2023 |
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| Team ID | NM2023TMID08945 |
| Project Name | Uncovering The Hidden Treasures of The Mushroom Kingdom:A Classification Analysis |
| Maximum 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 helps 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.

Reference: https://www.mural.co/templates/empathy-map-canvas

**Empathy Map:**

# 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.

Share template feedback

## Build empathy

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

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

- Mushroom enthusiasts who want to learn more about the different types of mushrooms.
- Scientists who are studying the medicinal properties of mushrooms.
- Environmentalists who want to learn more about the habitat of different types of mushrooms.
- Health-conscious people who want to know more about the nutritional value of mushrooms...

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

- Mushroom enthusiasts need a reliable source of information on different types of mushrooms.
- Environmentalists need to understand the habitat of different types of mushrooms to better protect them.
- Health-conscious people need to know more about the nutritional value of mushrooms to make informed dietary choices.
- Scientists need a way to classify and study different types of mushrooms based on their medicinal properties.

**USER**

**Does**
What behavior have we observed?
What can we imagine them doing?

- Mushroom enthusiasts may spend time researching and collecting different types of mushrooms.
- Scientists may conduct experiments and analyze data to better understand the medicinal properties of mushrooms.
- Health-conscious people may read labels and do research to make informed dietary choices.
- Environmentalists may work to protect the natural habitats of different types of mushrooms.

**Feels**
What are their fears, frustrations, and anxieties? What other feelings might influence their behavior?

- Health-conscious people may feel concerned about the nutritional value of the food they eat.
- Mushroom enthusiasts may feel curious and excited to learn more about different types of mushrooms.
- Environmentalists may feel a sense of responsibility and urgency to protect the natural world.
- Scientists may feel interested and passionate about studying the medicinal properties of mushrooms.