Ideation Phase Empathize & Discover

Date	7 may 2023
Team ID	NM2023TMIDI9402
Project Name	Project - Pixel Perfection - Transforming Your Photos with 0 Cutting-Edge Image Editing Plateform

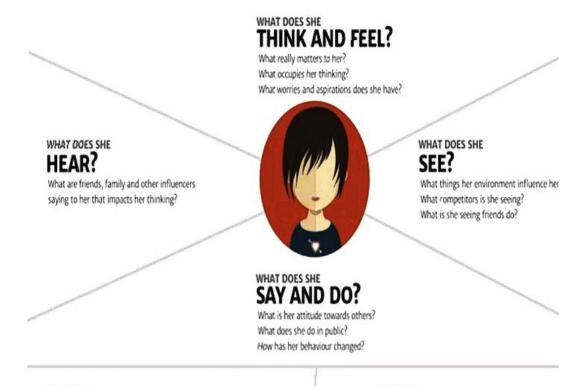
Empathy Map Canvas:

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 exe creating the map helps participants consider things from the user's perspective along with his or her goals and challenges.

Example:



PAIN

What fears, frustrations or obstacles is she facing?

GAIN

What is she hoping to get? What does success look like?