

Ideation phase

Empathize & Discover

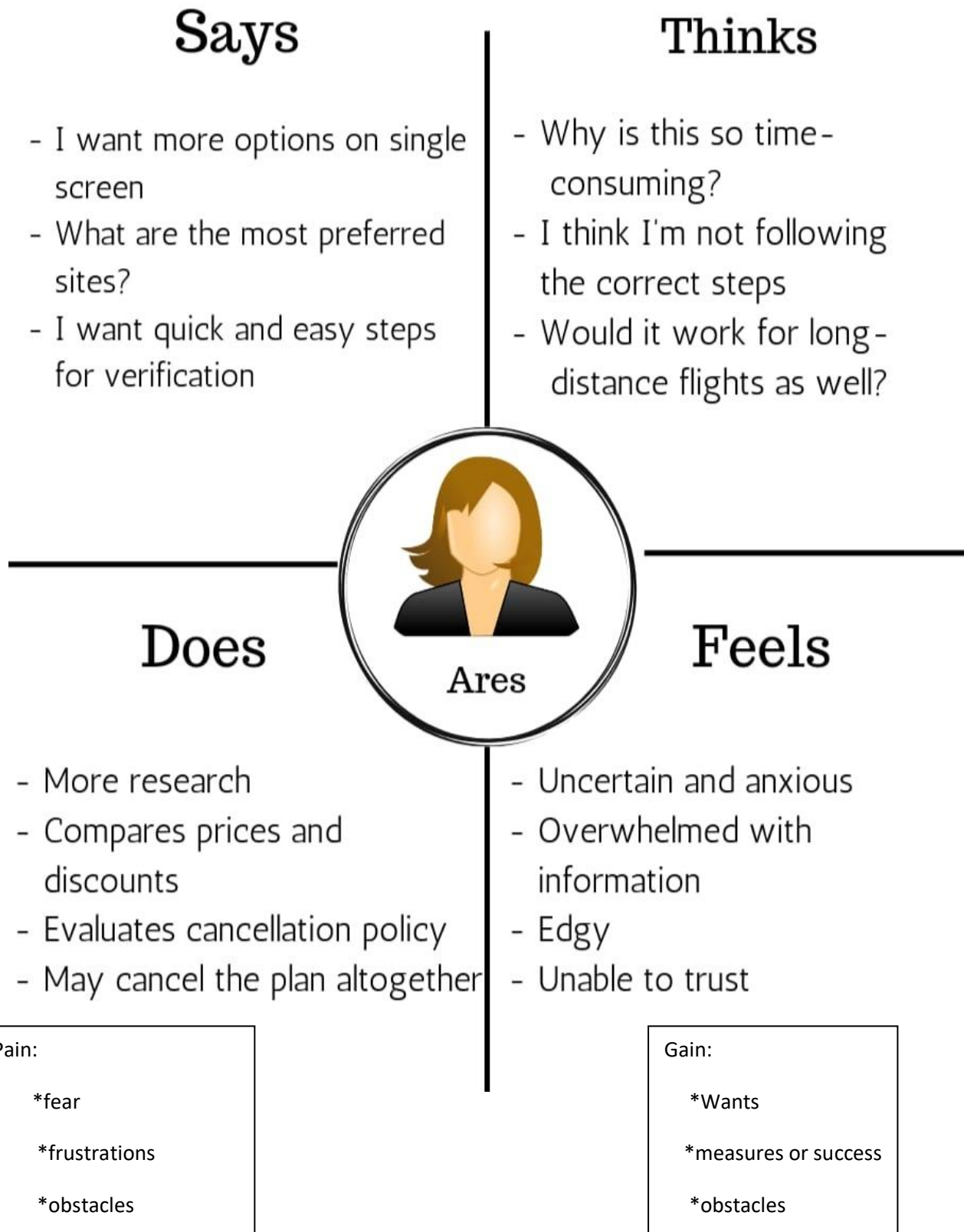
Date	13 March 2023
Team ID	NM2023TMID26631
Project Name	Empathy Map
Maximum Marks	5 Marks

Empathy Canvas Map:

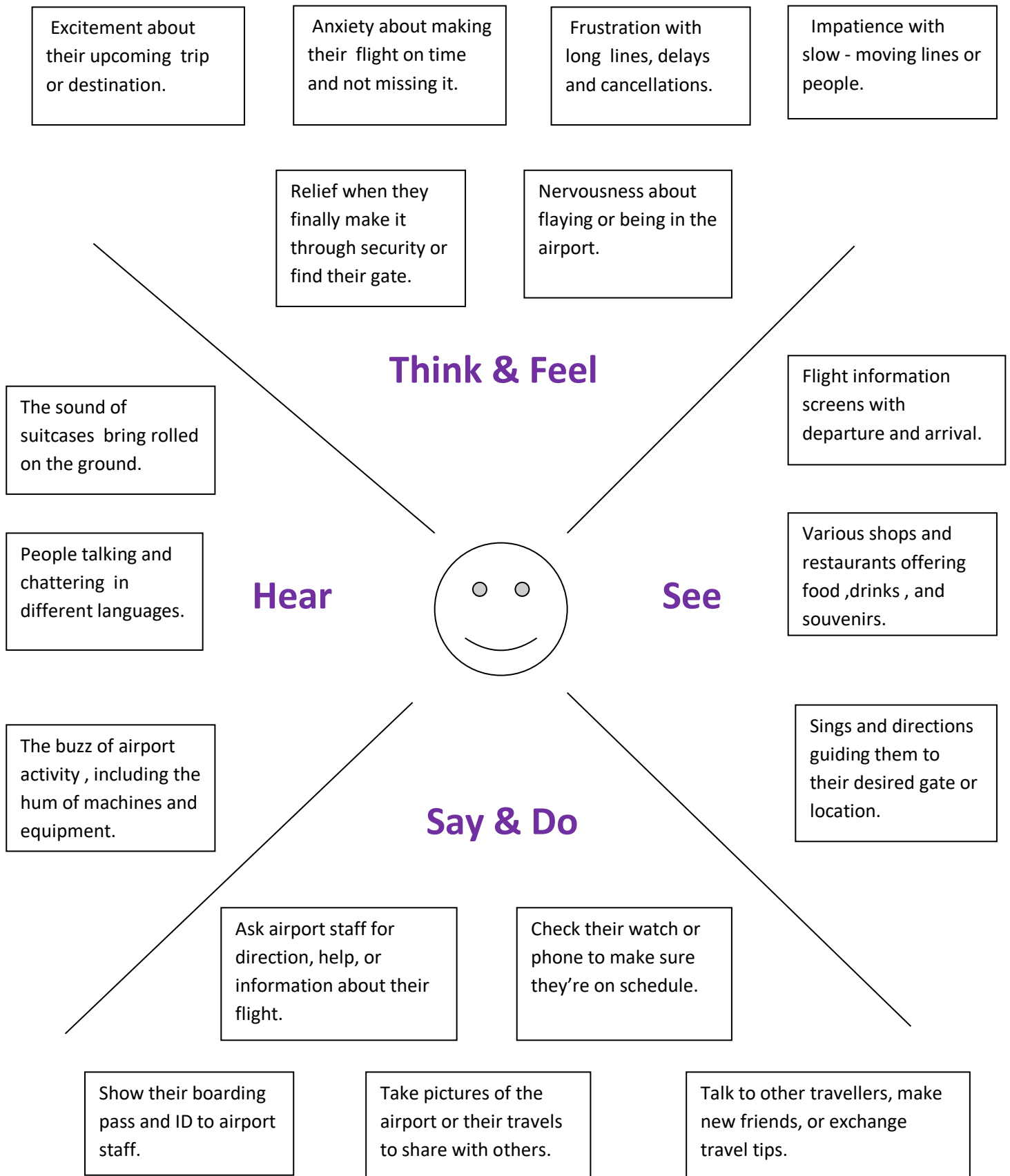
An empathy map canvas helps brands provide a better experience for users by helping teams understand the perspectives and mindset of their customers. Using a template to create an empathy map canvas reduces the preparation time and standardizes the process so you create empathy map canvases of similar quality.

Example:

Empathy Map



Example: *Booking Flight Tickets Online*



Pain

Hard to find their
food interests

Uncomfortable
paying cash

Looking for food
that matches
interest

Gain

Comfortable

Accuracy