

Ideation Phase

Empathize & Discover

Date	21 May 2023
Team ID	NM2023TMID16447
Project Name	Navigating The Complex World Of Auto Insurance: A Vehicle Cost Analysis For Better Decision Making
Maximum Marks	4 Marks

Empathy Map Canvas:

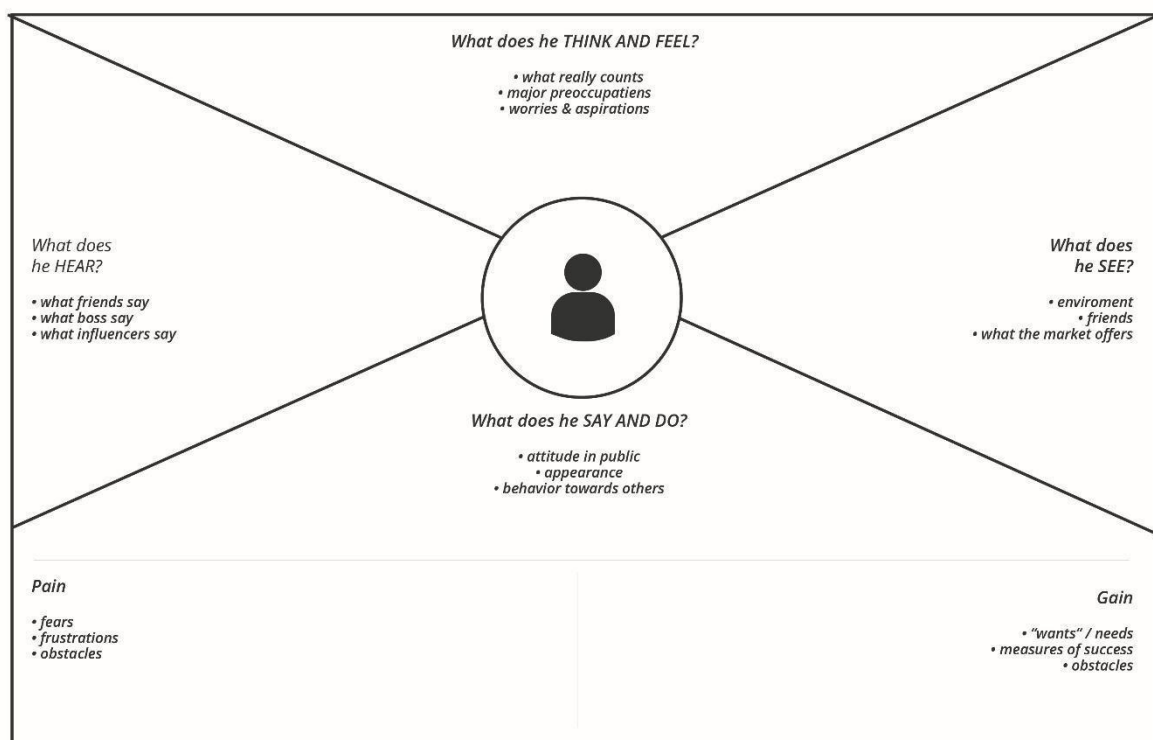
An empathy map is a simple, easy-to-digest visual that captures knowledge about a user's behaviours and attitudes.

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.

Example:

Empathy Map



Example: Food Ordering & Delivery Application

