

Ideation Phase

Empathize & Discover

Date	06 May 2023
Team ID	NM2023TMID05456
Project Name	Pro Writing Companion:Elevang your wring skills with our application
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 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.

EXAMPLE:

Empathy Map Canvas

Designed for:

Designed by:

Date:

Version:

The diagram is an Empathy Map Canvas, shaped like a face. The central face is divided into two main sections: **PAINS** (left side of the face) and **GAINS** (right side of the face). The **PAINS** section is labeled "What are their fears, frustrations, and anxieties?" and the **GAINS** section is labeled "What are their wants, needs, hopes and dreams?". The face is surrounded by seven numbered sections, each with a specific question to guide the user's perspective:

- 1 WHO are we empathizing with?**
Who is the person we want to understand?
What is the situation they are in?
What is their role in the situation?
- 2 What do they need to DO?**
What do they need to do differently?
What job(s) do they want or need to get done?
What decision(s) do they need to make?
How will we know they were successful?
- 3 What do they SEE?**
What do they see in the marketplace?
What do they see in their immediate environment?
What do they see others saying and doing?
What are they watching and reading?
- 4 What do they SAY?**
What have we heard them say?
What can we imagine them saying?
- 5 What do they DO?**
What do they do today?
What behavior have we observed?
What can we imagine them doing?
- 6 What do they HEAR?**
What are they hearing others say?
What are they hearing from friends?
What are they hearing from colleagues?
What are they hearing second-hand?
- 7 What do they THINK and FEEL?**
What other thoughts and feelings might motivate their behavior?

Last updated on 16 July 2017. Download a copy of this canvas at <http://gamestorming.com/empathy-map/>

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Example: Food Ordering & Delivery Application

