

Ideation Phase
Empathize & Discover

Date	13 March 2023
Team ID	NM2023TMID16378
Project name	Optimizing spam filtering with machine learning
Maximum Marks	5 Marks

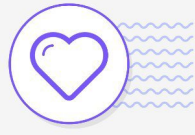
Empathy Map Canvas:

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.

In the ideation phase we have empathized as our client **Service providers** and we have acquired the details which are represented in the empathy map given below.

Example:

Empathy map



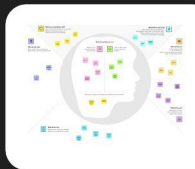
Empathy map canvas

Use this framework to empathize with a customer, user, or any person who is affected by a team's work. Document and discuss your observations and note your assumptions to gain more empathy for the people you serve.

Originally created by Dave Gray at



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Need some inspiration?

See a finished version of this template to kickstart your work.

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Develop shared understanding and empathy

Summarize the data you have gathered related to the people that are impacted by your work. It will help you generate ideas, prioritize features, or discuss decisions.

