Ideation Phase Empathize & Discover

Date	31 January 2025
Team ID	
Project Name	
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.

Empathy Map

Example:

• fears • frustrations • obstacles

What does he THINK AND FEEL? • what really counts • major preoccupatiens • worries & aspirations

What does
he HEAR?

• what friends say
• what boss say
• what influencers say

What does he SAY AND DO?

• attitude in public
• appearance
• behavior towards others

Pain

What does

Gain

"wants" / needs
 measures of success
 obstacles

Business Model Toolbox

Reference: https://www.mural.co/templates/empathy-map-canvas

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Empathy Map

interaction-design.org



