

## Ideation Phase Empathize & Discover

Date	26 OCTOBER 2023
NM/Team ID	5524E12E0263960BCCC414662E21FC25
Project Name	Project -Creating an Sponsored Post for Instagram
Maximum Marks	4 Marks

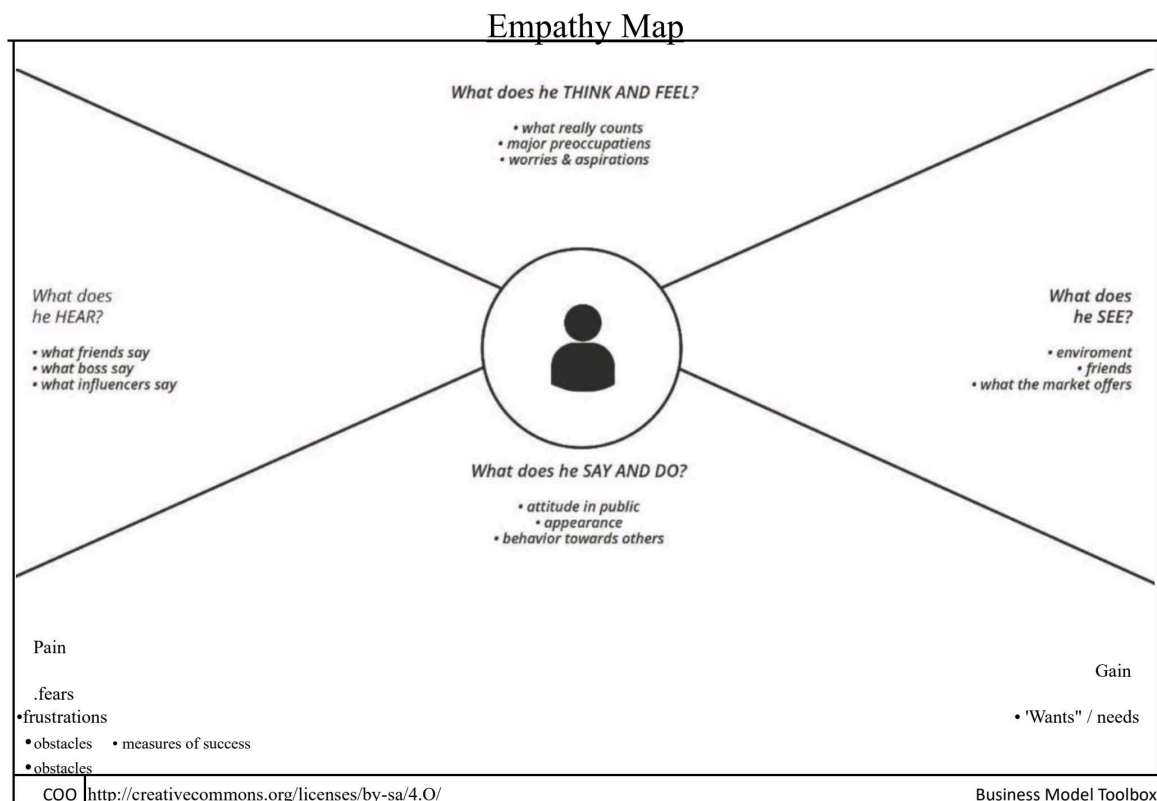
### Empathy Map Canvas:

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:



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

The information you add here should be representative of the observations and research you've done about your users.



# Empathy map

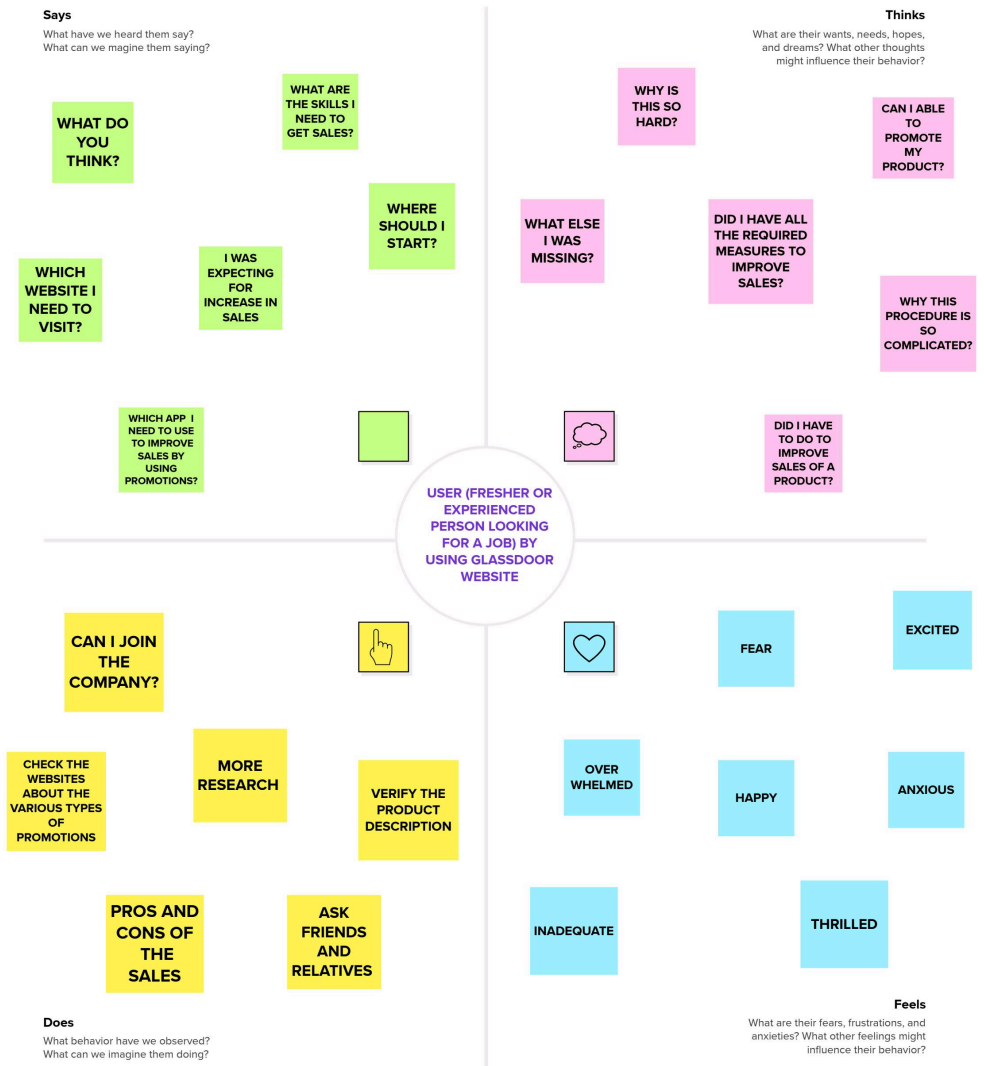
Use this framework to develop a deep, shared understanding and empathy for other people. An empathy map helps describe the aspects of a user's experience, needs and pain points, to quickly understand your users' experience and mindset.

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## Build empathy

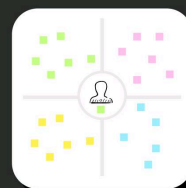
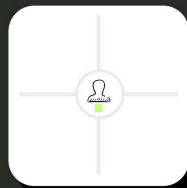
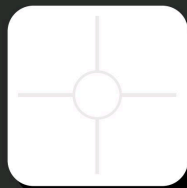
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### Need some inspiration?

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

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# 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

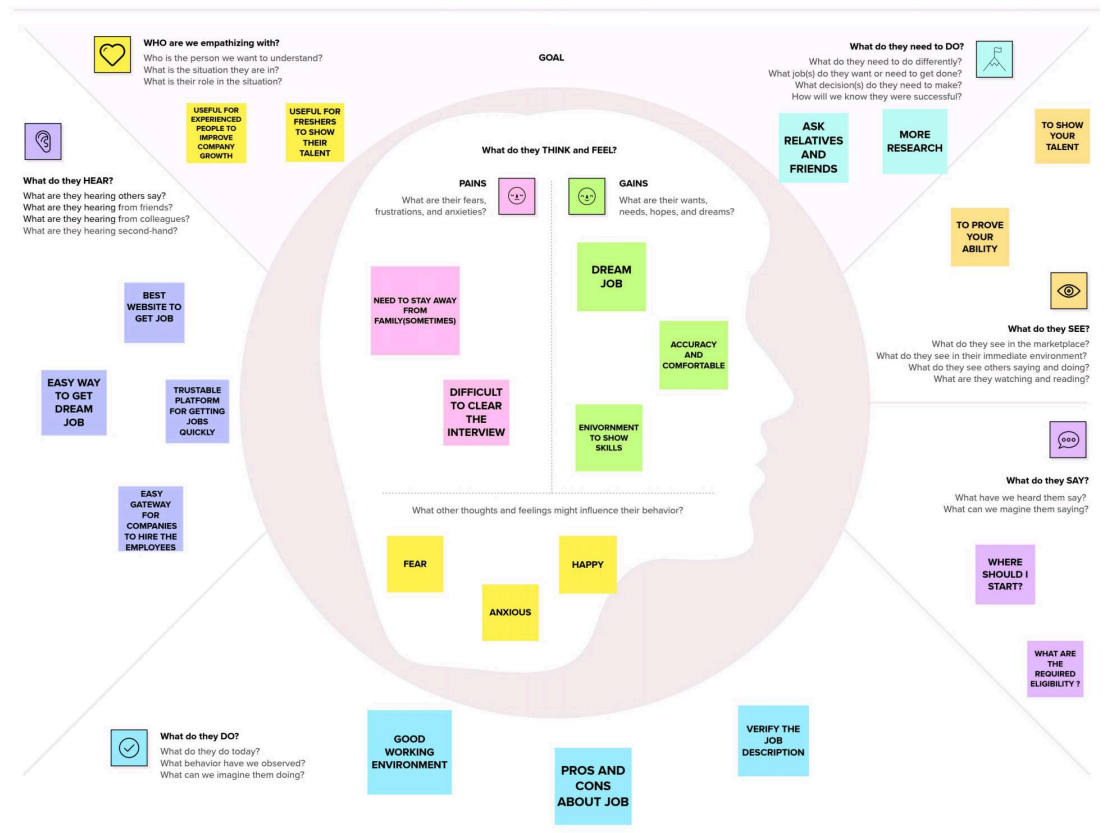


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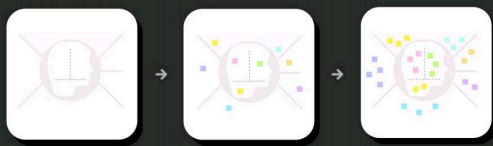


## Develop shared understanding and empathy

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.



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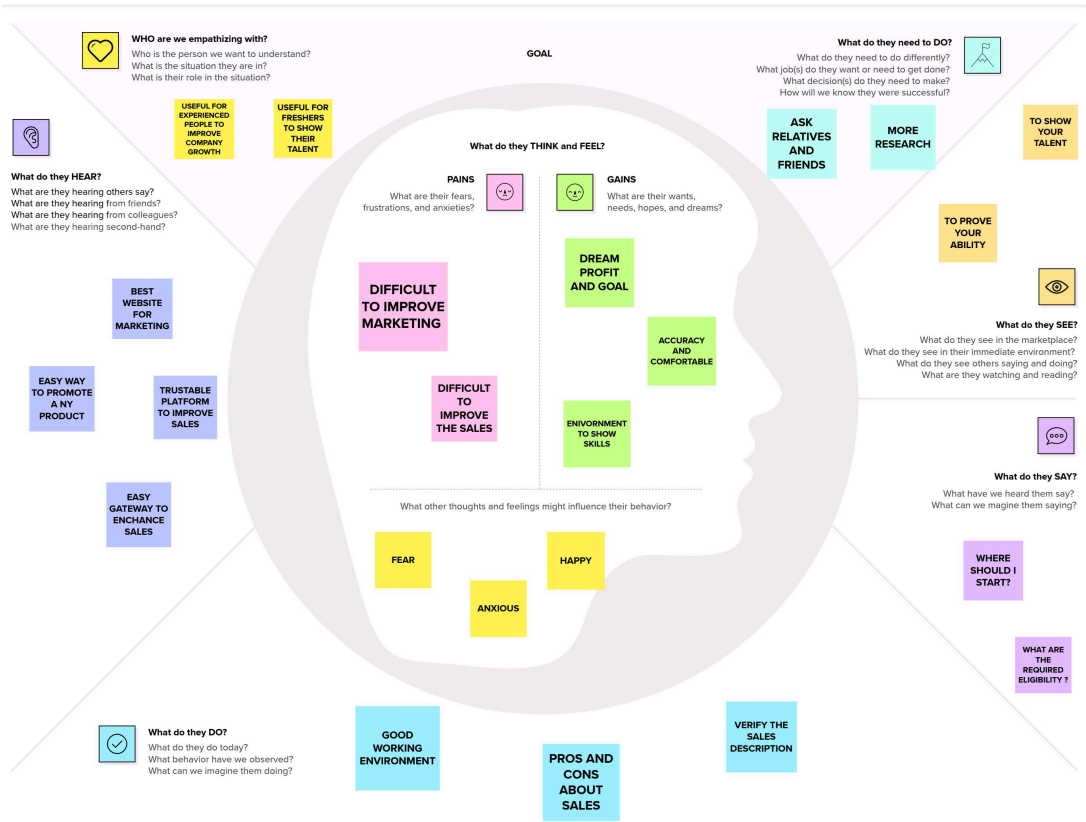


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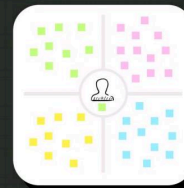


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## Example: Food Ordering & Delivery Application

