

## Ideation Phase

### Empathize & Discover

Date	28-06-2025
Team ID	LTVIP2025TMID29650
Project Name	EDUCATIONAL ORGANISATION
Maximum Marks	4 Marks

#### Empathy Map Canvas:

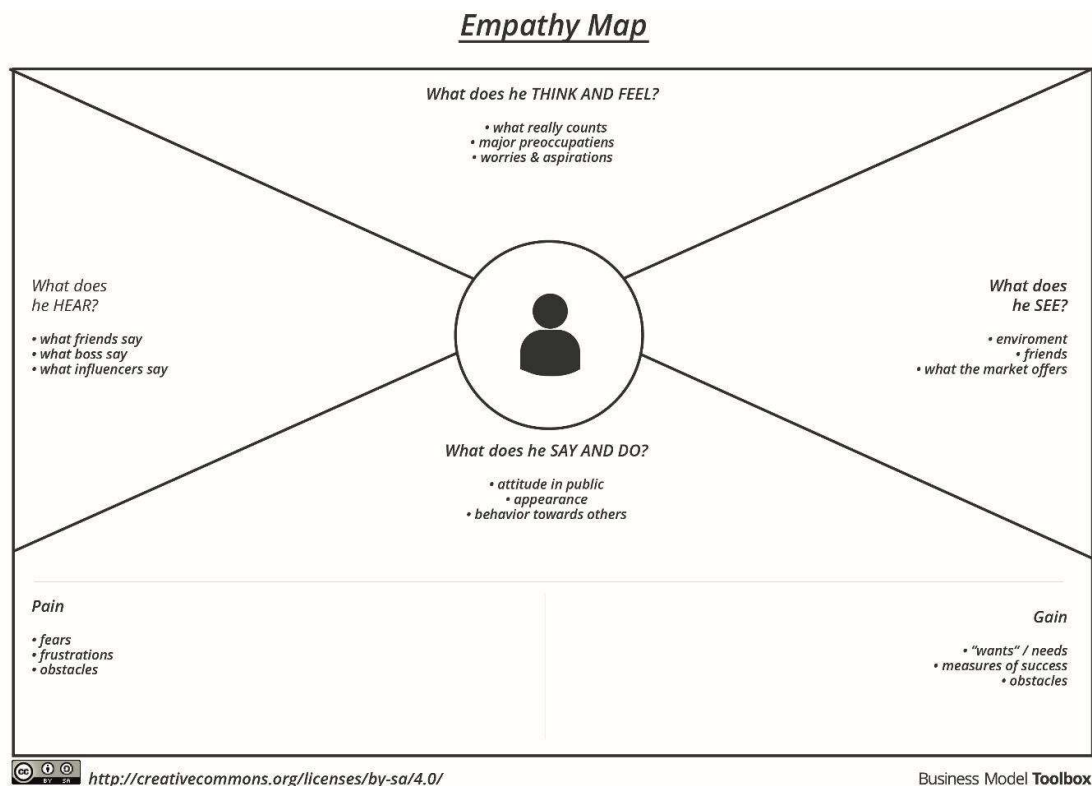
An **Empathy Map** is a simple and easy-to-understand visual tool that captures insights about a user's behaviors, thoughts, and attitudes.

It helps teams develop a deeper understanding of their users by stepping into their shoes and considering their experiences, needs, and challenges

Creating an effective solution begins with truly understanding the **real problem** and the **person who is experiencing it**.

The process of building an empathy map encourages participants to view the situation from the user's perspective, focusing on their **goals, feelings, pain points, and motivations**.

#### Example:



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

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