Ideation Phase
Empathize & Discover

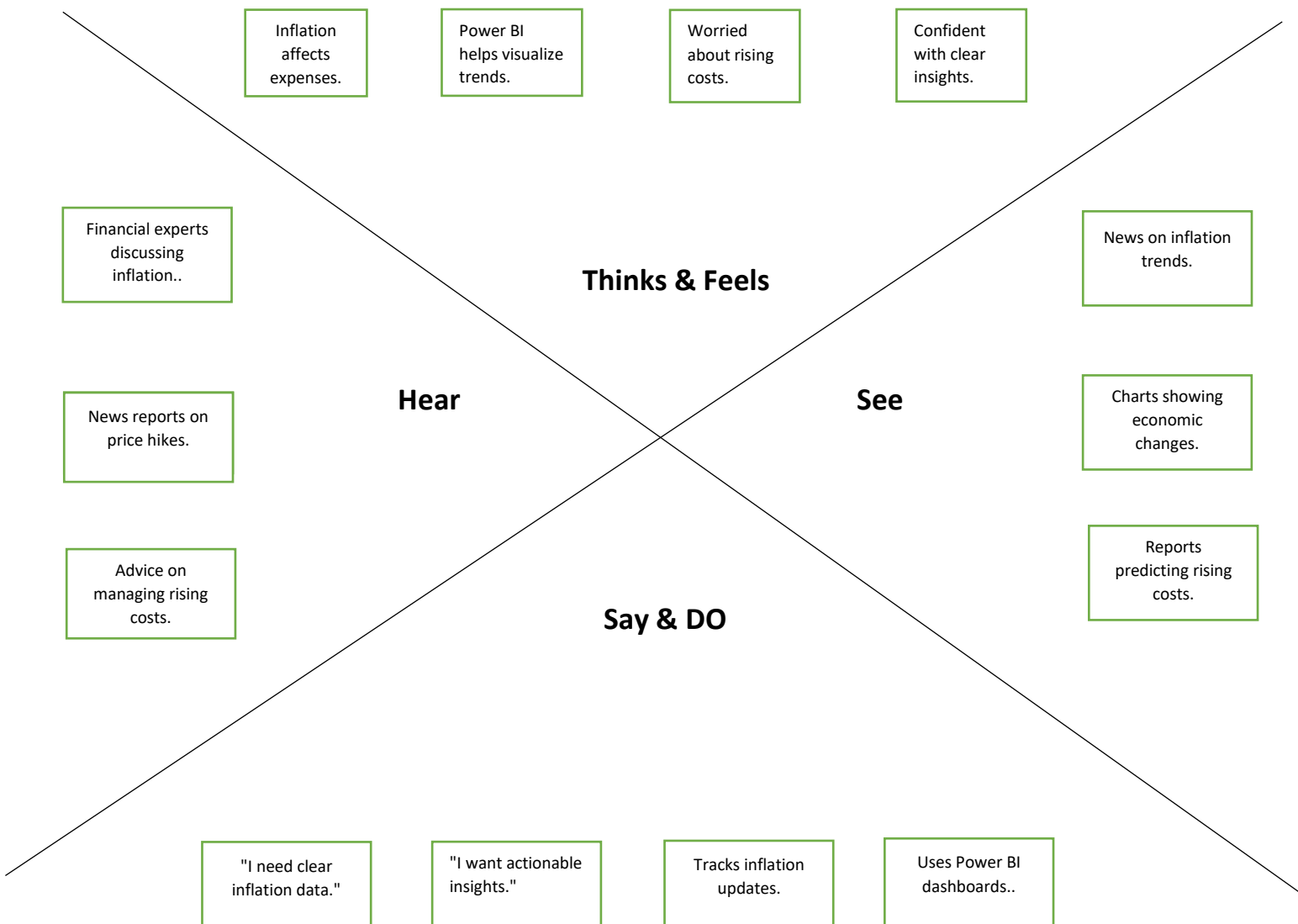| Date	31 January 2025
Team ID	PNT2025TMID04732
Project Name	Inflation Analysis: Journeying Through Global Economic Terrain
Maximum Marks	4 Marks

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 Canvas - Inflation Analysis Using Power BI

Inflation affects expenses.

Power BI helps visualize trends.

Worried about rising costs.

Confident with clear insights.

Financial experts discussing inflation..

News on inflation trends.

Thinks & Feels

Hear

See

News reports on price hikes.

Charts showing economic changes.

Advice on managing rising costs.

Reports predicting rising costs.

Say & DO

"I need clear inflation data."

"I want actionable insights."

Tracks inflation updates.

Uses Power BI dashboards..

Pain:

Hard to understand data.

Difficult trend identification.

 Unclear economic insights.

Gain:

Clear visual trends.

Easy financial planning.

Improved decision-making.

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