**Ideation Phase**

**Empathize & Discover**

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| Date | 19 May 2023 |
| Team ID | NM2023TMID13113 |
| Project Name | Reducing-the-Environmental-Footprint-of-Food-A-Comprehensive-Management-system |
| Maximum Marks | 4 Marks |

**Empathy Map Canvas:**

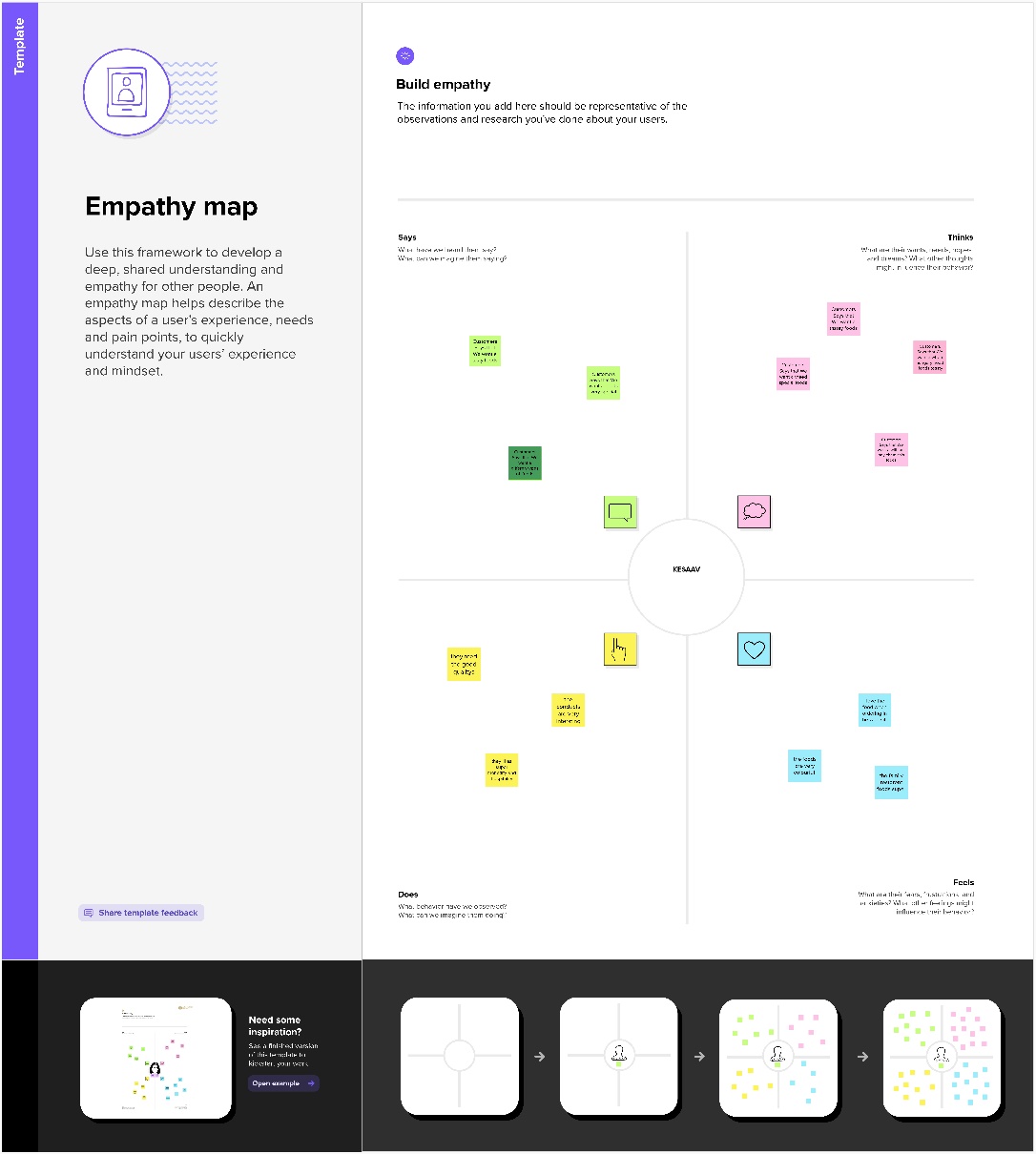
An empathy map is a simple, easy-to-digest visual that captures knowledge about a user’s behaviours and attitudes.

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.

Reducing the environmental footprint of food is a critical issue in our efforts to achieve sustainable development and combat climate change. A comprehensive management system can play a vital role in addressing this challenge

**Example:**

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