

## Ideation Phase

### Empathize & Discover

Date	16 September 2022
Team ID	PNT2022TMID592760
Project Name	Project – Anticipating Business Bankruptcy
Maximum Marks	4 Marks

#### Empathy Map Canvas:

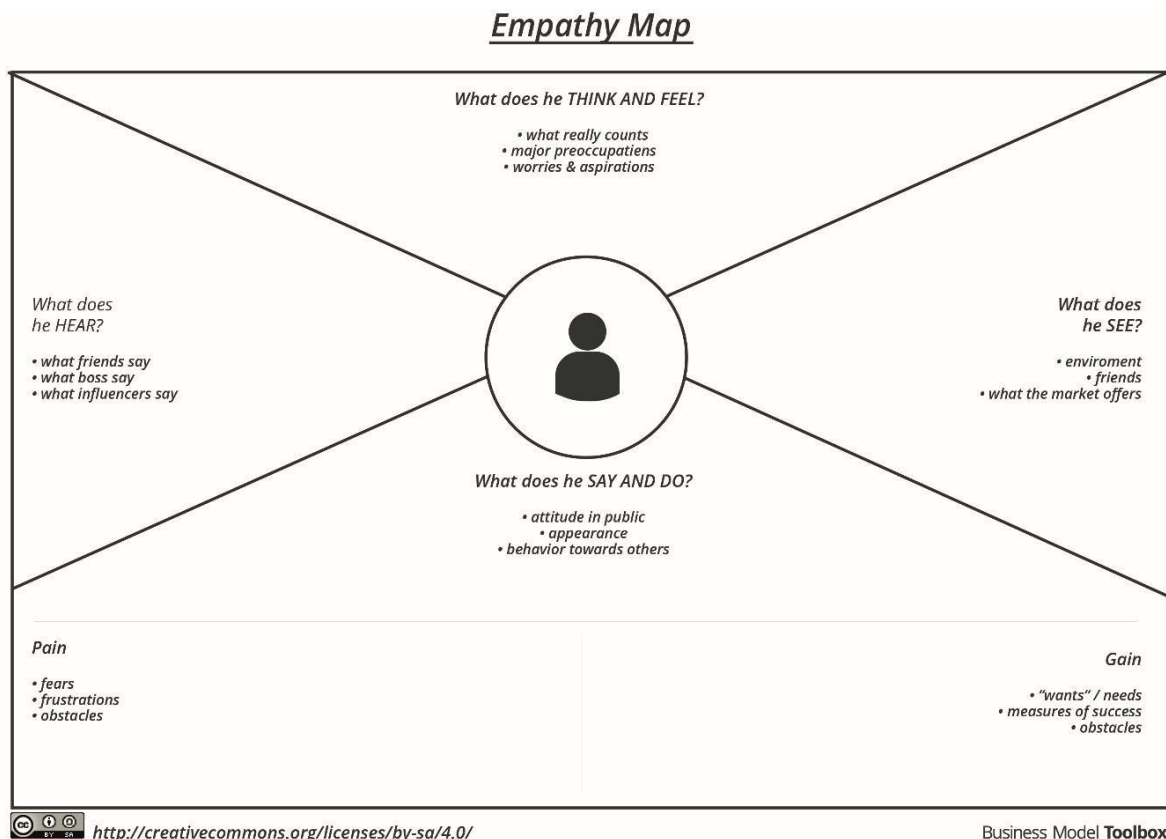
An empathy map is a simple, easy-to-digest visual that captures knowledge about a user's behaviours and attitudes.

It is a useful tool to help 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.

Here, the users of the solution that anticipates business bankruptcy are the various stakeholders of the project which includes the Business itself, Investors, Employees, Customers and Governments etc. The empathy map canvas given below helps us understand the mindset of the various users.

#### Example:



#### Reference:

<https://app.mural.co/t/hp6356/m/hp6356/1697461176478/2d941fab7a94be7f64769f9fc76bc214b26b3121?sender=uc2b3cb45a8f4a23d6f6d8574>



## 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 Steve Gray

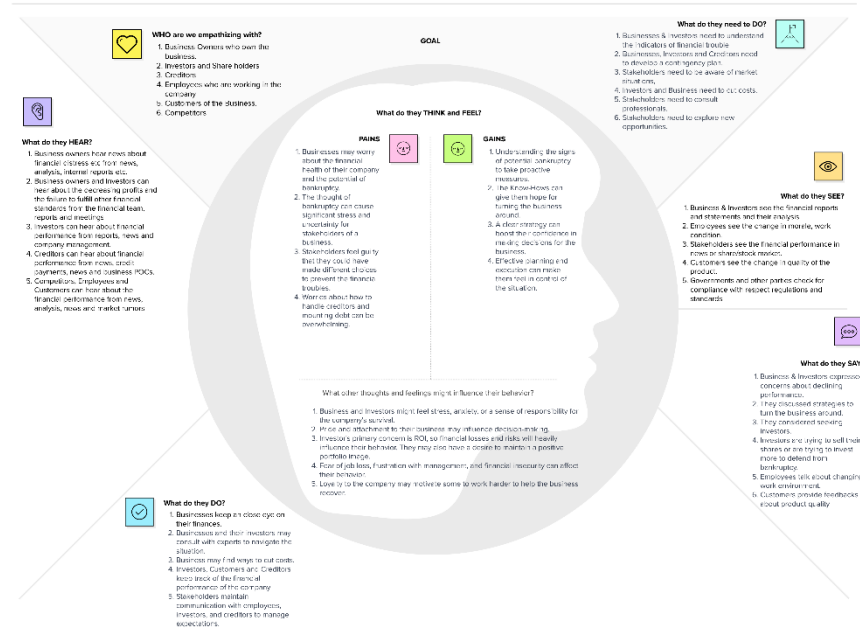


[Share template feedback](#)

2

### 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.



**Need some inspiration?**  
 See a finished version of this form in action on our website.

[Open example](#)

