

Ideation Phase

Empathize & Discover

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

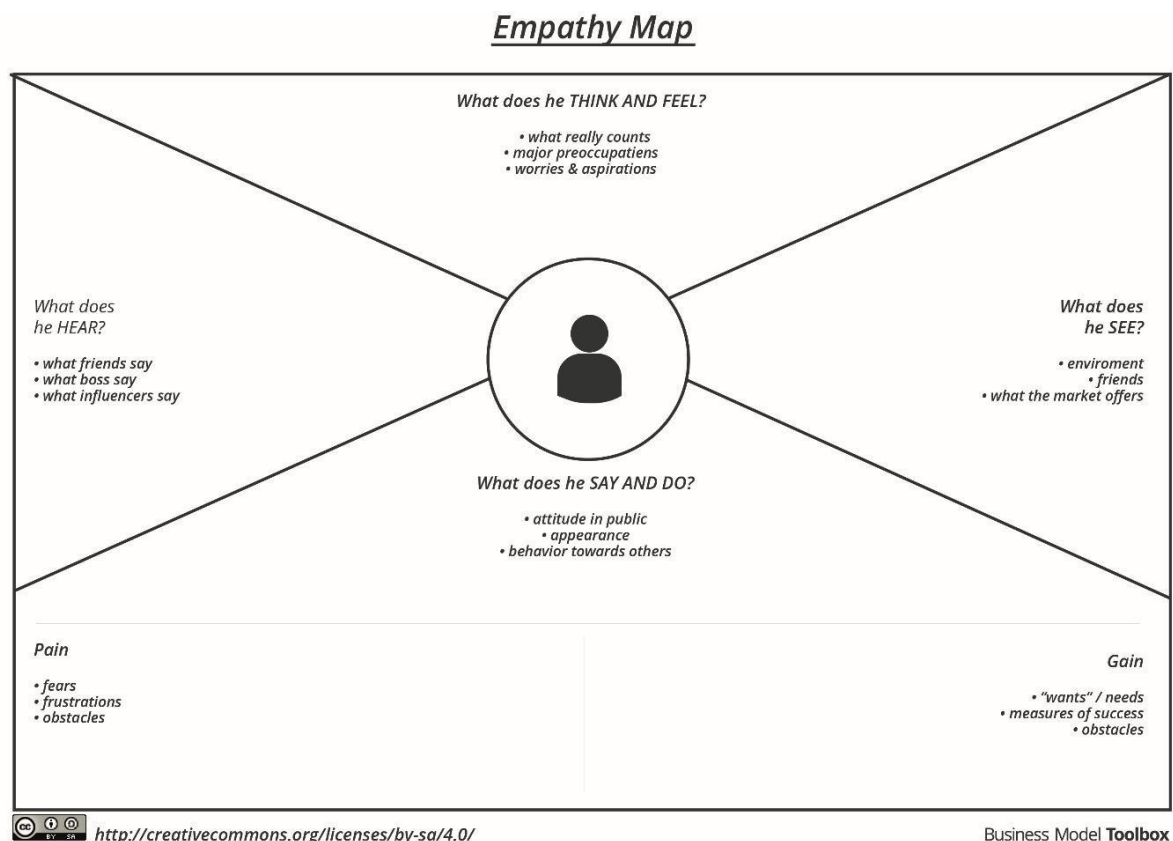
Empathy Map Canvas:

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.

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

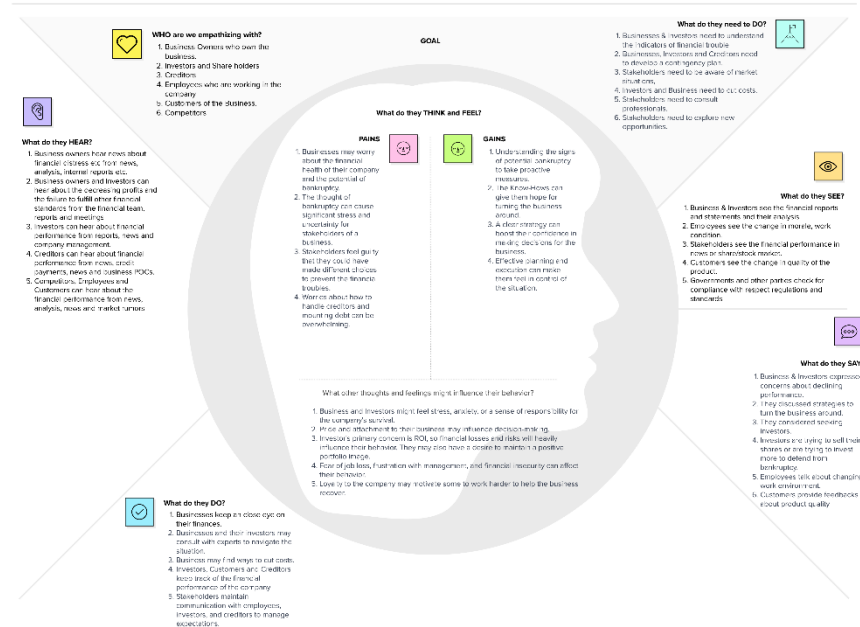


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Develop shared understanding and empathy

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.



Need some inspiration?
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[Open example](#)

