

# Ideation Phase

## Empathize & Discover

Date	31 January 2025
Team ID	PNT2025TMID09693
Project Name	iRevolution: A Data-driven Exploration of Apple's iPhone Impact in India
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:

