

Ideation Phase

Empathize & Discover

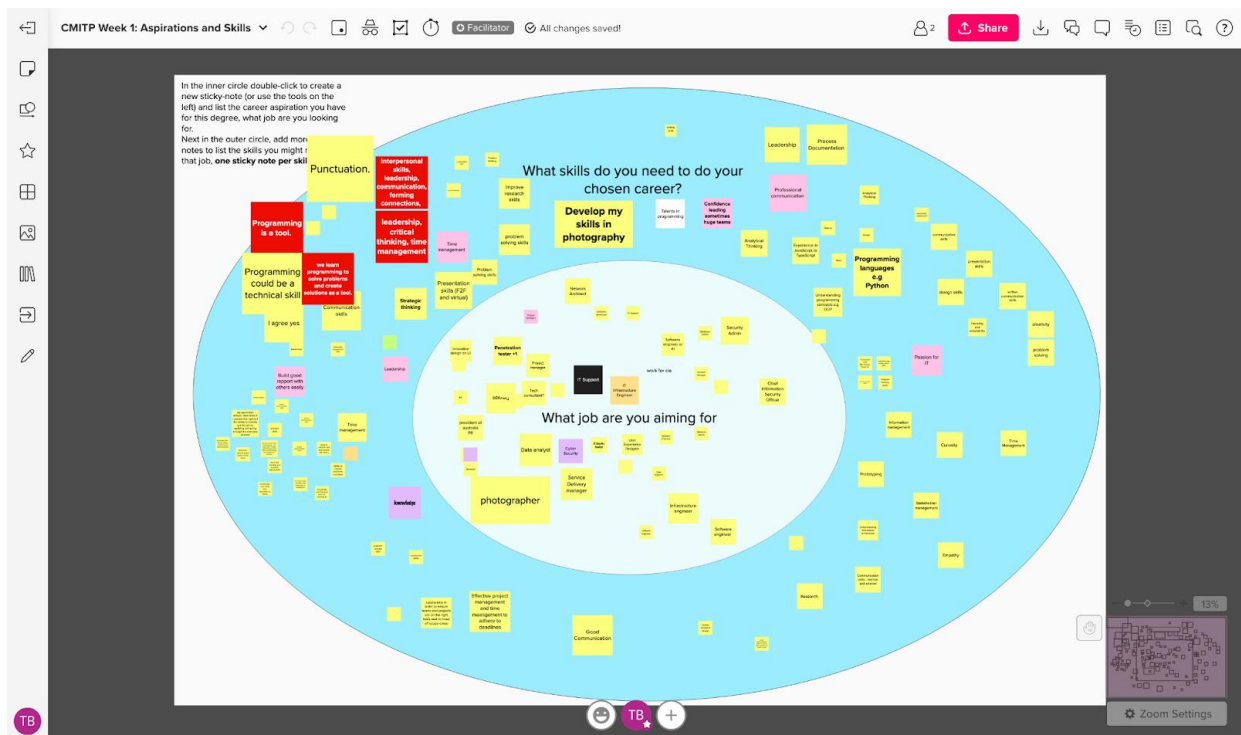
Date	19 September 2023
NM ID	8AA5009818294019C974E3D9924FA96A
Project Name	The Future Of Work: Data Analysis Of Glassdoor Jobs
Maximum Marks	4 Marks

Empathy Map Canvas:

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



The Design Problem