

## Ideation Phase

### Empathize & Discover

Date	21 October 2023
Team ID	NM2023TMID07560
Project Name	GlobeTrek Insights: Navigating Global Country Data with IBM Cognos
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 challenges.

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.



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.

