Ideation Phase
Empathize & Discover

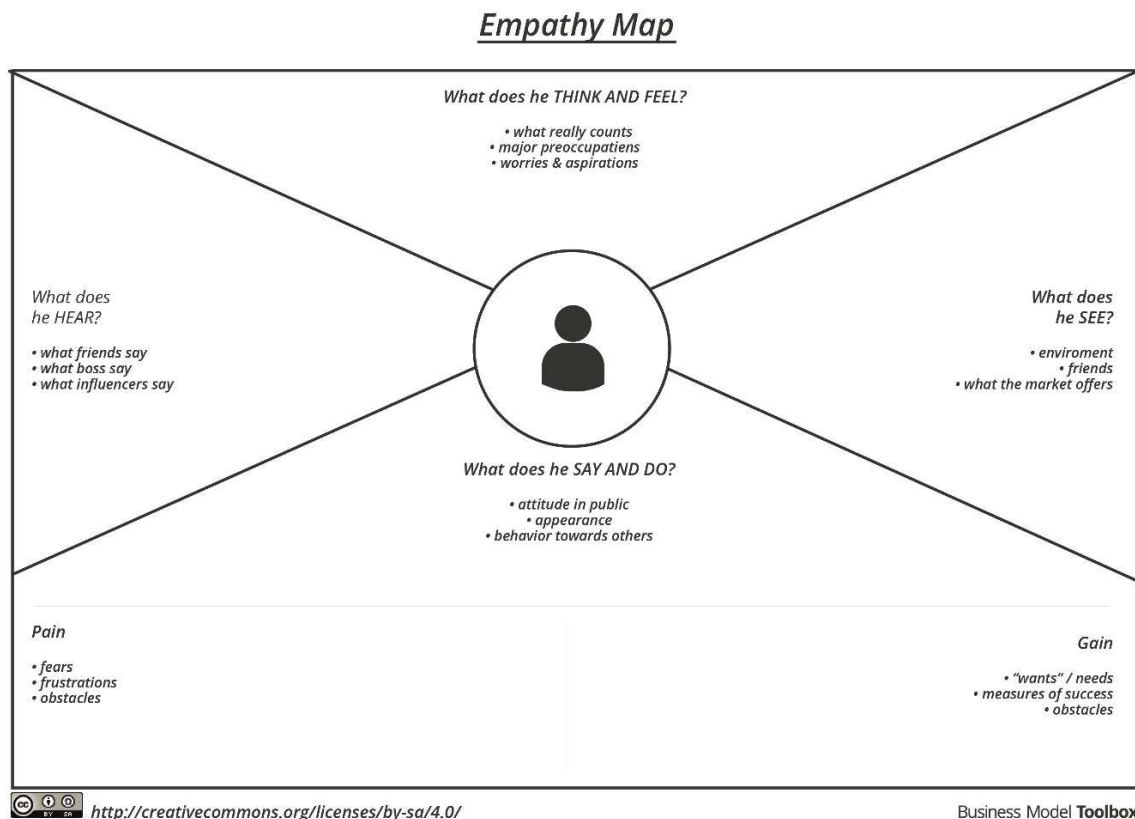| Date	06 May 2023
Team ID	PNT2022TMID - NM2023TMID00279
Project Name	Project - ODIR: Seeing the Big Picture for Eye Health
Maximum Marks	4 Marks

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 helps 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:

Empathy Map

Reference: https://www.mural.co/templates/empathy-map-canvas

Example: Food Ordering & Delivery Application

What this dish look like?	
Annoying	
Doesn't want frozen food	
What should I eat today?	
I'm hungry, but I don't have time to go downstairs	
Why don't they provide card payment	

Think & Feel

There are many food selections

Don't forget to prepare your cash

Menu without food photos

Only cash payment option

Hear   **See**

It looks like......

Driver doesn't have enough changes

Only cash payment option

Say & Do

Go downstair to pick up food and pay the driver in cash

Spend 30 mins scolling and quit at the end

Looking for food that matches interest

I couldn't find food that I want

I don't have enough cash with me right now

Pain

Hard to find their food interests

Uncomfortable paying cash

Looking for food that matches interest

Gain

Comfortable

Accuracy