Ideation Phase Empathize & Discover

Date	24 June 2025
Team ID	LTVIP2025TMID31853
Project Name	Citizen AI-Intelligent Citizen Engagement
	Platform
Maximum Marks	

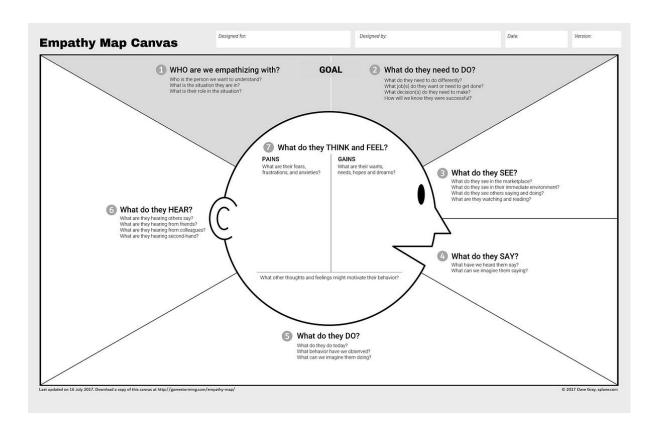
Empathy Map Canvas:

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.

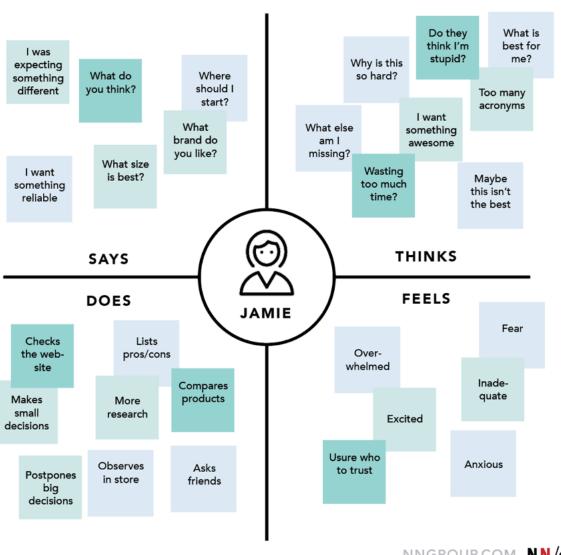
Creating an effective solution requires understanding the true problem and the person who is experiencing it. The exercise of creating the map helps participants consider things from the user's perspective along with his or her goals and challenges.

Example:



Example:

EMPATHY MAP Example (Buying a TV)



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