

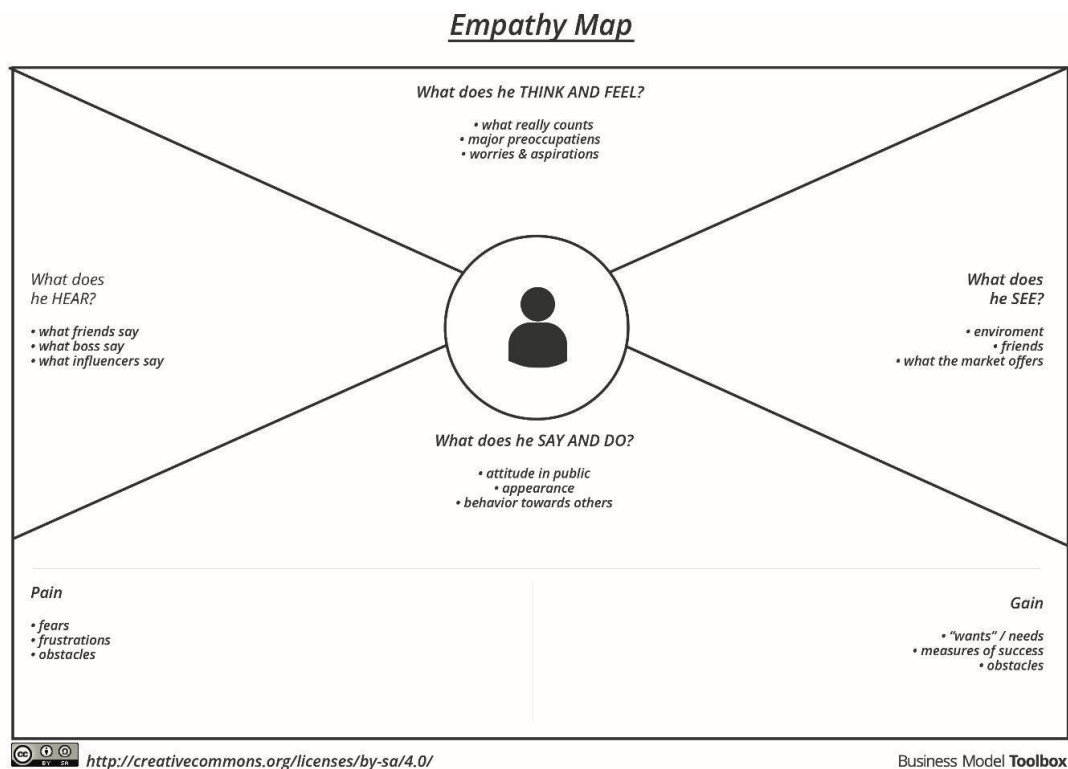
Ideation Phase

Empathize & Discover

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.

Example:



Example: Food Ordering & Delivery Application

