**Ideation Phase**

**Empathize & Discover**

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| Date | 27 June 2025 |
| Team ID | LTVIP2025TMID48418 |
| Project Name | A College Food Choices Case Study |
| 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.

An empathy map typically includes the following **6 quadrants** focused on the *user*:

1. **Says** – What the user says in interviews or observations.
2. **Thinks** – What the user is thinking and what matters to them.
3. **Does** – Observable actions the user performs.
4. **Feels** – User’s emotional state, worries, and aspirations.
5. **Pains** – Challenges or frustrations faced by the user.
6. **Gains** – What success or benefits look like for the user.