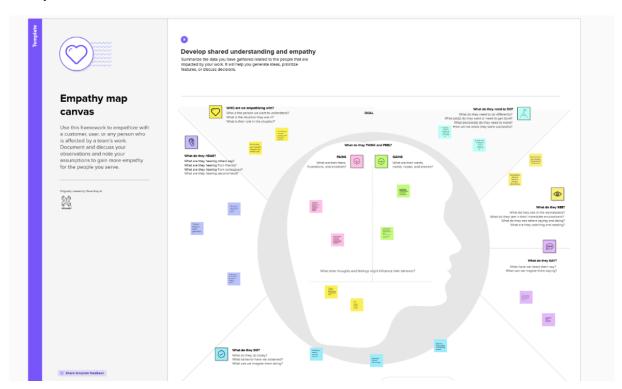
Ideation Phase Empathize & Discover

Date	
Team ID	
Project Name	Project - Ideation Phase Empathize & Discover
Maximum Marks	

Empathy Map Canvas:

Example:



Reference:

https://app.mural.co/t/project5671/m/project5671/1747286944545 /cf49e836f6a909d87945d7fec3586b3c0213095c?sender=u2c67c116f dcbe0410ee34727

Example:Ideation Phase Empathize & Discover



What do they THINK and FEEL?

PAINS

What are their fears, ustrations, and anxieties?





GAINS

What are their wants, needs, hopes, and dreams?



The absided making the wrong decision?

— Fast of consequences, expecially in uncertain situations.

"I feel like ne one fishers to my concerns." — Frustration due to feeling overlocked or unheard. "I need tools that are easy and intuitive to use." --Expectation for user-mently solutions.