

Ideation Phase

Brainstorm & Idea Prioritization Template

Date	03 November 2023
Team ID	NM2023TMID04589
Project Name	Create A Website Using Canva

Brainstorm & Idea Prioritization Template:

An empathy map is a simple, easy-to-digest visual that captures knowledge about a user's behaviours and attitudes.

It is 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 along with his or her goals and challenges.

Reference:

<https://app.mural.co/t/website3662/m/website3662/1698931731135/b7ff69ac899f136b59bab085de54263cc7a753f5?sender=ub33e28eb1e945ef2a90c4462>

EXAMPLE:

