

Ideation Phase Empathize & Discover

Date	15 March 2023
Team ID	NM2023TMID18543
Project Name	Intelligent Customer Retention: Using Machine Learning for Enhanced Prediction of Telecom Customer Churn
Maximum marks	5 marks

EMPATHY MAP CANVAS:

In the ideation face we have empathized as our client and we have acquired the details which are represented in the empathy map given below.



Empathy map canvas

Use this framework to empathize with a customer, user, or any person who is affected by a team's work. Document and discuss your observations to gain more empathy for the people you serve.

Originally created by Dave Gray et



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Develop shared understanding and empathy

Summarize the data you have gathered related to the people that are impacted by your work. It will help you generate ideas, prioritize features, or discuss decisions.

