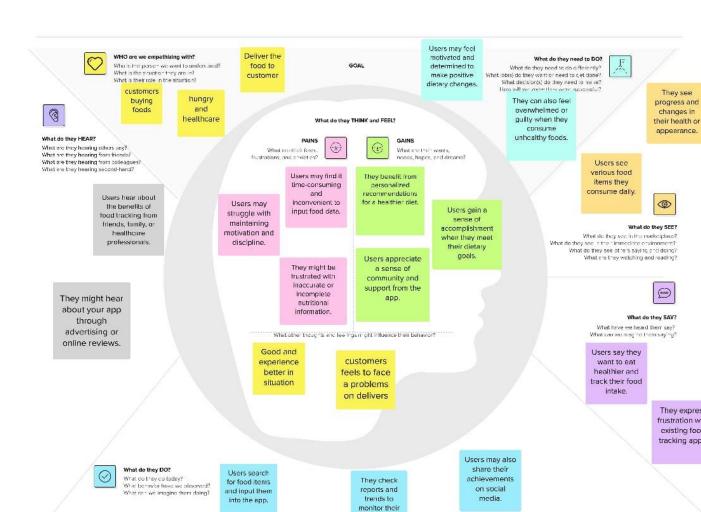
Ideation Phase Empathize & Discover

Date	25 OCTOBER 2023
Team ID	05D1D4E9FFA6983BB3 64D9A8F9B99DOF
Project Name	Food Tracking System
Maximum Marks	4 Marks

Empathy Map Canvas:

- 1. **Enhancing User-Centered Design**: Empathy maps help design and development teams put the user at the center of their work. By visualizing the user's experience and emotions, designers can create more user-friendly and effective products or services.
- 2. **Improving Communication**: Teams can use empathy maps to facilitate better communication and understanding among team members. It's a common reference point that ensures everyone has a shared understanding of the user's needs and perspectives.
- 3. **Identifying Opportunities**: Empathy maps help identify opportunities for improvement or innovation by revealing unmet needs or unspoken desires of the target audience.
- 4. **Tailoring Marketing and Messaging**: In marketing, empathy maps can be used to better understand the target audience and tailor messages and content that resonate with their emotions, thoughts, and behaviors.
- 5. **Reducing Assumptions**: Using an empathy map encourages teams to rely on real data and user insights rather than making assumptions about what the users want or need.

Empathy maps are a valuable tool for fostering empathy, promoting usercentric design, and enhancing the overall user experience, which can lead to better product development, marketing strategies, and customer satisfaction.



progress.

They see

progress and

changes in

appearance.

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They express frustration with existing food tracking apps.