

IDEATION PHASE

EMPATHIZE AND DISCOVER

DATE	18.05.2023
TEAM ID	NM2023TMID14178
PROJECT TITLE	Smart billing system for water suppliers
MAXIMUM MARKS	4 MARKS

EMPATHY MAP CANVAS:

In describing **An empathy map is a collaborative tool teams can use to gain a deeper insight into their customers.** Much like a user persona, an empathy map can represent a group of users, such as a customer segment. The empathy map was originally created by Dave Gray and has gained much popularity within the agile community

An Empathy Map consists of four quadrants. The four quadrants reflect four key traits, which the user demonstrated/possessed during the observation/research stage. The four quadrants refer to what the user: Said, Did, Thought, and Felt. It's fairly easy to determine what the user said and did

An empathy map is a template that organizes a user's behaviors and feelings to create a sense of empathy between the user and your team. **The empathy map represents a principal user and helps teams better understand their motivations, concerns, and user experience.**[id](#)

Technical Architecture:

