

# **Ideation Phase Empathize & Discover**

## **Empathy Map Canvas:**

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

It is a useful tool to help 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 perspective along with his or her goals and challenges.

## **Food Tracking System Map**



### Says

What have we heard them say?  
What can we imagine them saying?

compare  
the prices  
with other  
apps

let's go to a  
comfortable  
restaurant  
tonight.

follow the  
best  
restaurants  
place

check its  
rating and  
availability

take  
information  
from friends

read blogs  
about best  
restaurants



### Does

What behavior have we observed?  
What can we imagine them doing?



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Type your  
paragraph...

[See an example](#)

### Thinks

What are their wants, needs, hopes, and dreams?  
What other thoughts might influence their behavior?



i want  
something i  
haven't  
tried before

Restaurant's  
interior and  
food looks  
amazing

food  
justifies its  
cost  
overall

i can see  
the place  
on google  
map

fun place ,  
decent prices  
and great  
tasty food

confused  
in booking  
table on  
time.

### Feels

What are their fears, frustrations, and anxieties?  
What other feelings might influence their behavior?

