**FitFlex: Your Personal Fitness Companion**

**Ideation Phase**

**Empathize & Discover**

|  |  |
| --- | --- |
| Date | 31 January 2025 |
| Team ID | SWTID1741167974145675 |
| Project Name | FitFlex: Your Personal Fitness Companion |
| Maximum Marks | 4 Marks |
| TEAM LEADER: | D.SWATHI  12257bca22@princescience.in |
| TEAM MEMBER | G.KEERTHI  12302bca22@princescience.in |
| TEAM MEMBER | S.LEEMA ROSE  12015bca22@princescience.in |
| TEAM MEMBER | D.KOKILA  12027bca22@princescience.in |

**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 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 perspective along with his or her goals and challenges.

**Example:**

Diagram

Description automatically generated

Reference: <https://www.mural.co/templates/empathy-map-canvas>

****