

## Ideation Phase

### Empathize & Discover

Date	12 February 2026
Team ID	LTVIP2026TMIDS35306
Project Name	Measuring the Pulse of prosperity: An index of economic freedom analysis
Maximum Marks	4 Marks

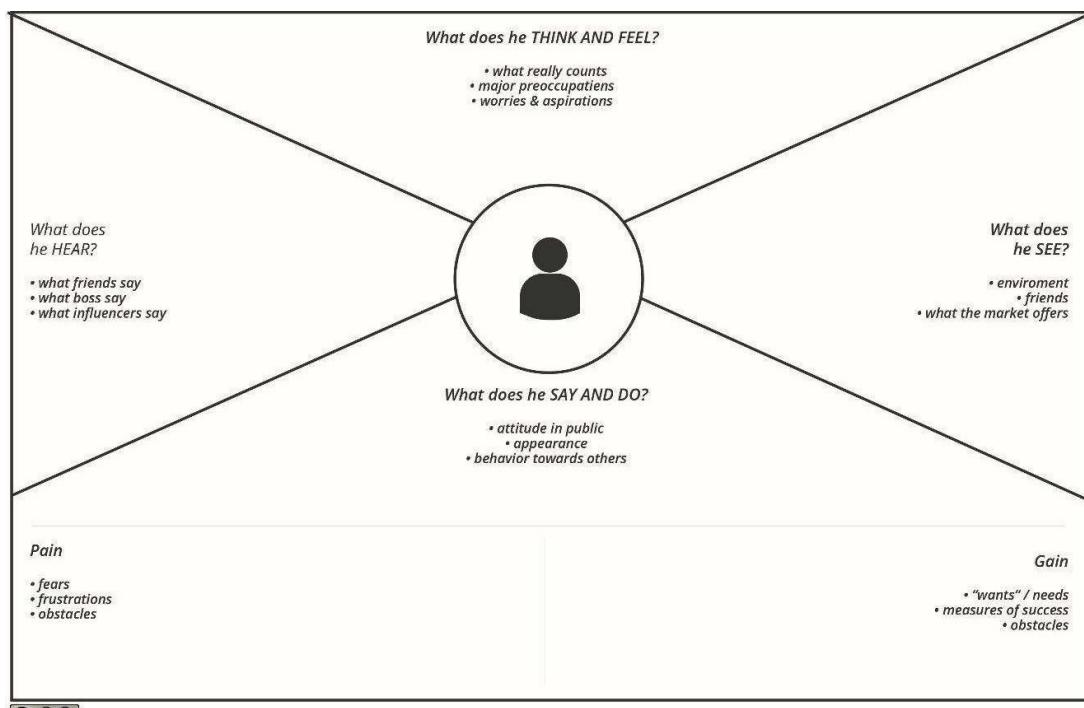
Empathy Map Canvas:

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.

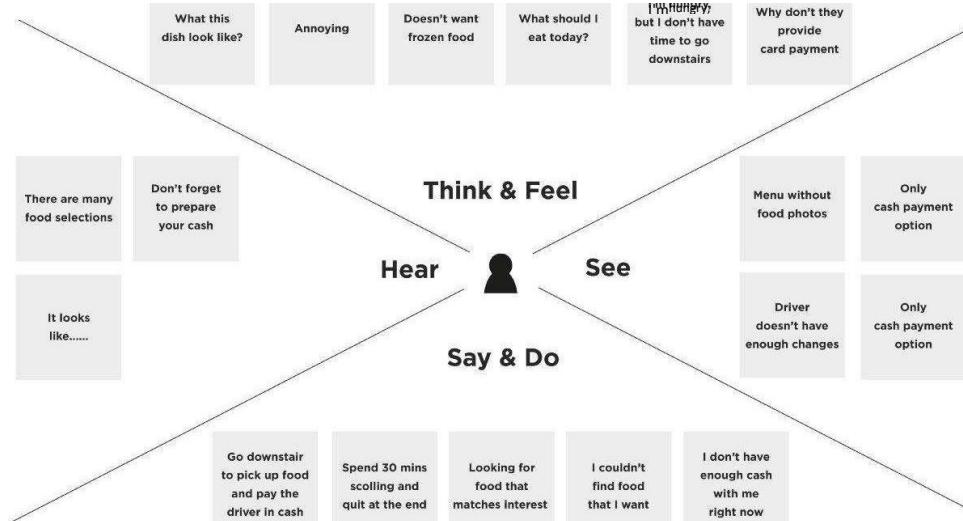
Creating an effective solution requires understanding the true problem and the person who is experiencing it. The exercise of creating the map helps participants consider things from the user's perspective along with his or her goals and challenges.

Example:



## Empathy Map

## Example: Food Ordering & Delivery Application



Pain		Gain	
<p>Hard to find their food interests</p> <p>uncomfortable paying cash</p>		<p>Comfortable</p> <p>Looking for food that -matches interest</p>	<p>Accuracy</p>