

Ideation Phase

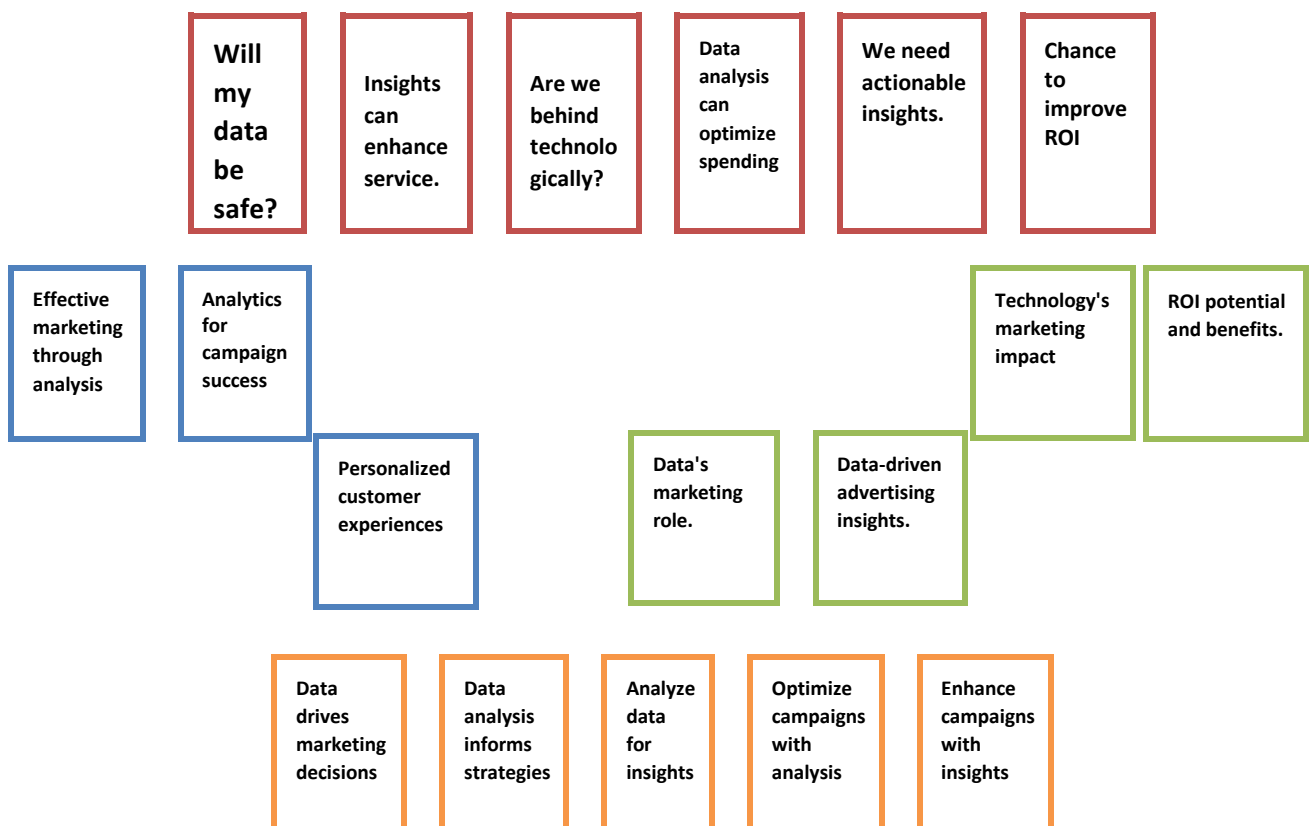
Empathize & Discover

Date	03 October 2023
Team ID	NM2023TMID05030
Project Name	Leveraging Data Analysis For Optimal Marketing Campaign Success
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 help teams better understand their users.



**Skill
and
tool
gaps**

**Budget
allocation
complexities**

**Data
quality
challenges**

**Improved
ROI
potential**

**Business
growth
opportunities**

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.

