

Ideation Phase Empathize & Discover

Date	12 March, 2025
Team ID	PNT2025TMID02813
Project Name	Global Food Production Trends and Analysis A Comprehensive Study from 1961 to 2023 Using Power BI
Maximum Marks	4 Marks

Empathy Map Canvas:

An Empathy Map Canvas is a visual tool used to better understand a user's needs, emotions, and behaviors. It helps teams develop user-centered products, services, or strategies by stepping into the user's perspective.

Structure of an Empathy Map Canvas

It is typically divided into six sections

1. Who are we empathizing with?

Define the user or persona (e.g., a customer, employee, stakeholder).

Describe their role, demographics, and context.

2. What do they SEE?

What do they observe in their environment?

What are they exposed to (trends, people, competitors, media)?

3. What do they SAY & DO?

How do they behave in public?

What words do they use?

How do they present themselves?

3. What do they HEAR?

What influences them (friends, colleagues, media, social networks)

4. What do they THINK & FEEL?
5. What truly matters to them?

6. What are their PAINS & GAINS?

Gains: What do they want to achieve, and how do they measure success

Would you like a template or example related to a specific industry?



