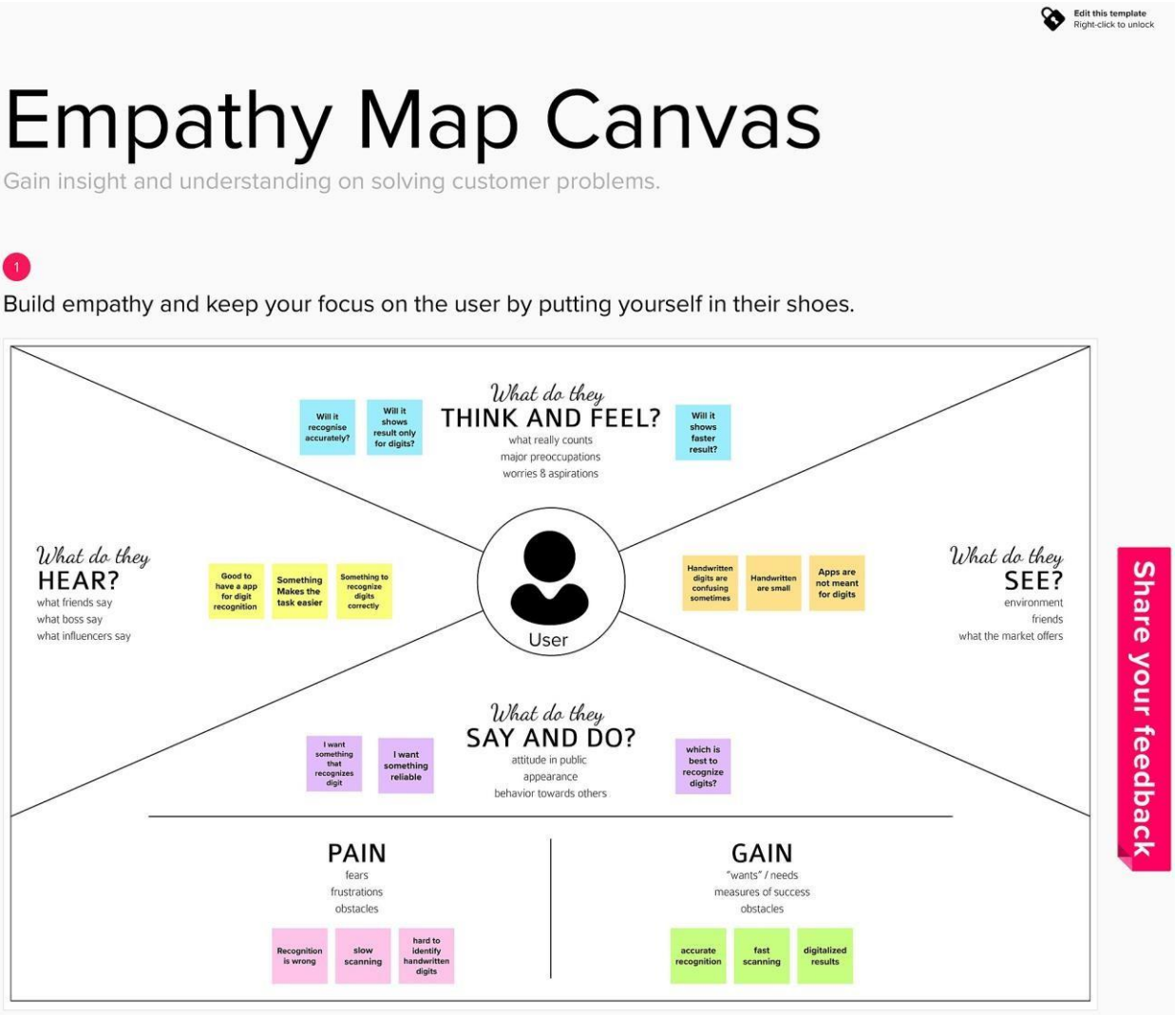
1. IDEATION

3.1 Empathy Map Canvas

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

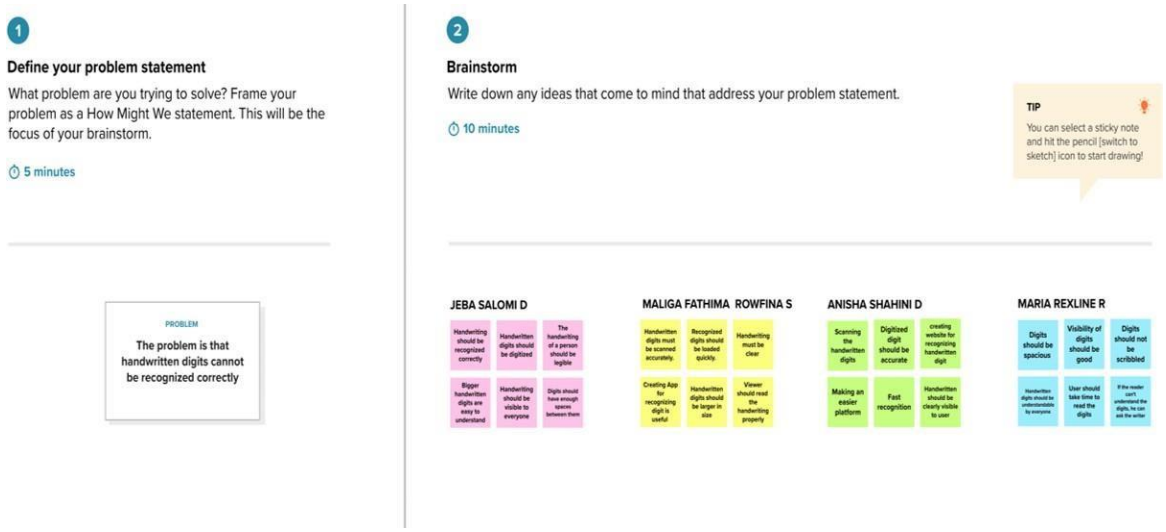
It is a useful tool to help teams better understand their users.

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.



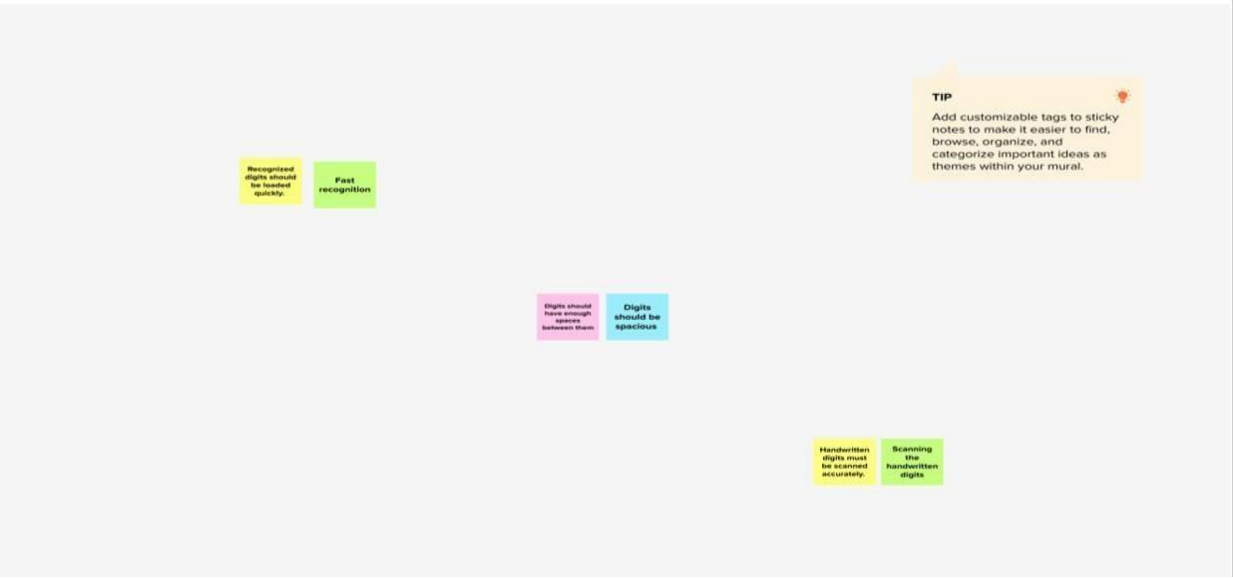
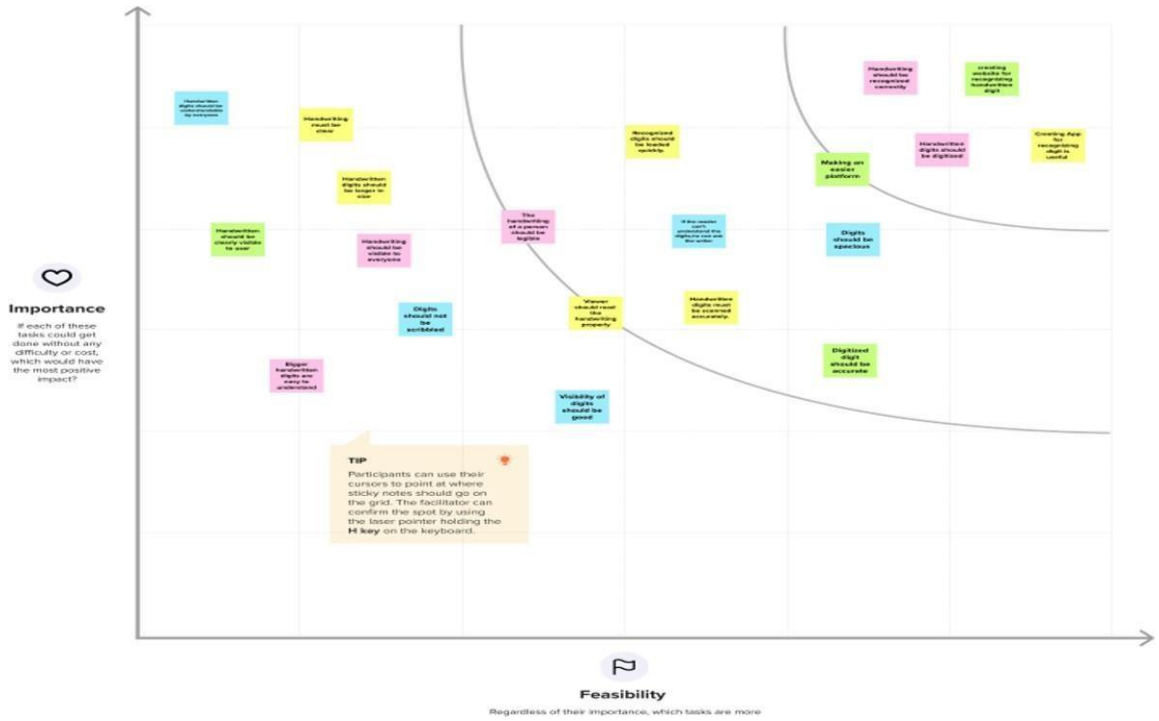
3.2 Ideation and Brainstorming

Brainstorming provides a free and open environment that encourages everyone within ateam to participate in the creative thinking process that leads to problem solving. Prioritizing volume over value, out-of-the-box ideas are welcome and built upon, and allparticipants are encouraged to collaborate, helping each other develop a rich amount ofcreative solutions.



3

Group ideas

Take turns sharing your ideas while clustering similar or related notes as you go. In the last 10 minutes, give each cluster a sentence-like label. If a cluster is bigger than six sticky notes, try and see if you and break it up into smaller sub-groups.

20 minutes