

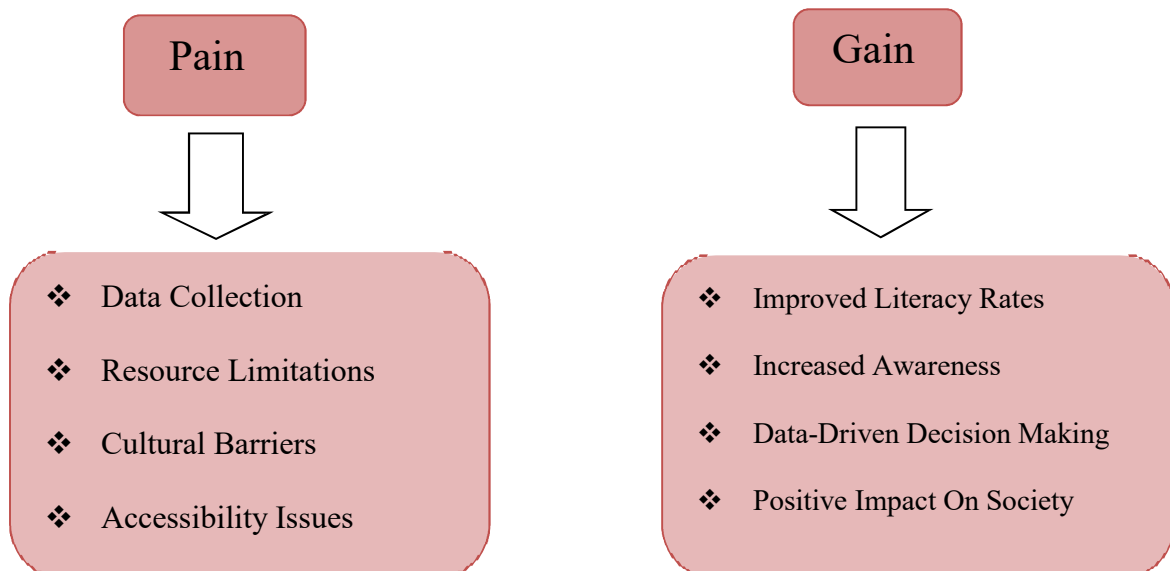
Ideation Phase

Empathize & Discover

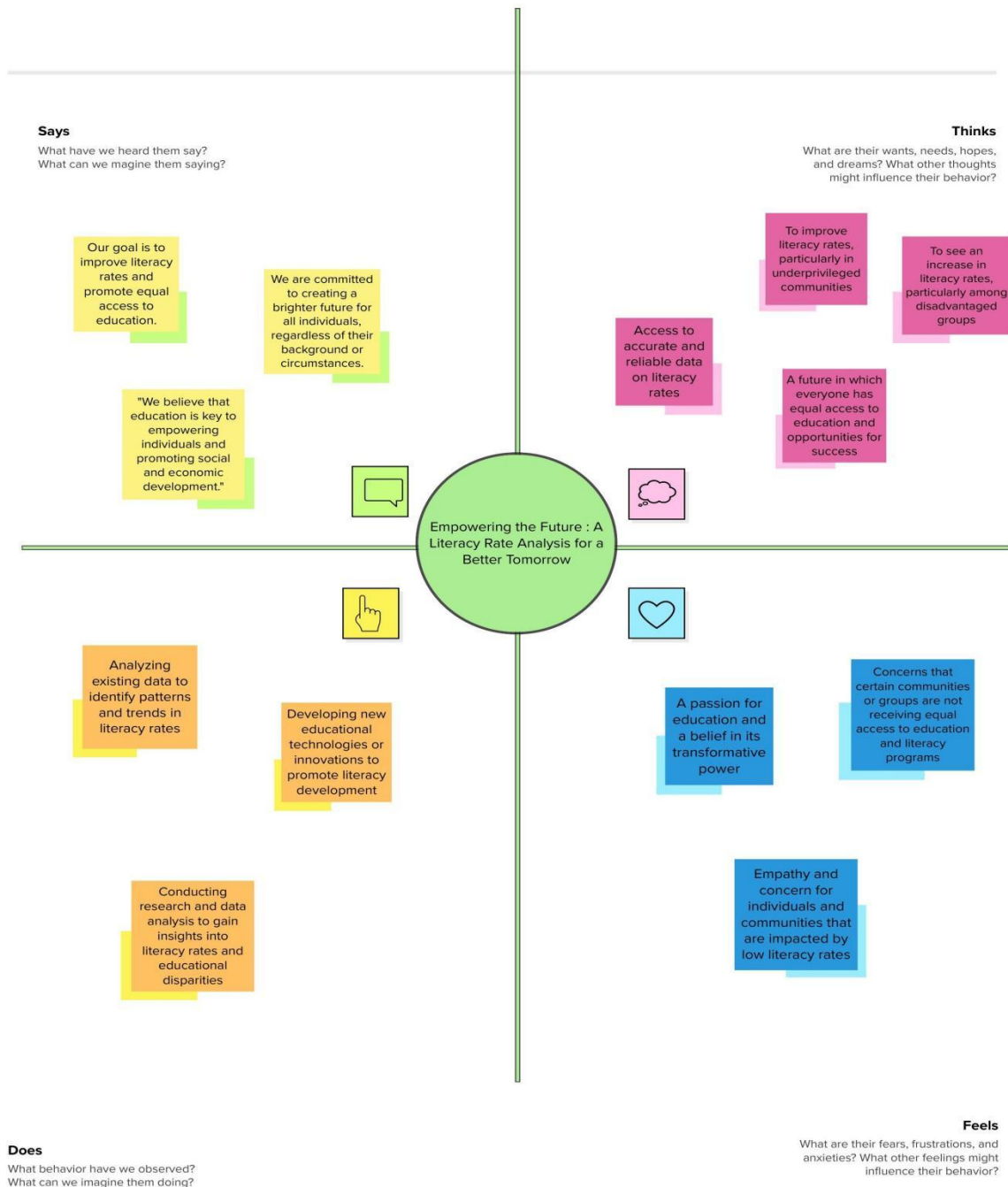
Date	07 May 2023
Team ID	NM2023TMID01225
Project Name	Empowering the Future: A Literacy Rate Analysis for a Better Tomorrow

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.
- ❖ 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.
- ❖ The Empathy map of our project with pain and gain aspects are shown below.



Empathy Map



Reference Link :

<https://app.mural.co/invitation/mural/student80063/1683537045695?sender=u40cb66432497345712c11613&key=5afdba5c-1e1d-43c5-b8d3-21c68019ffff>