

Ideation Phase:

Empathize & Discover

Date	
Team ID	LTVIP2025TMID53019
Project Name	BookNest: Where Stories Nestle
Maximum Marks	4 Marks

Empathy Map Canvas:

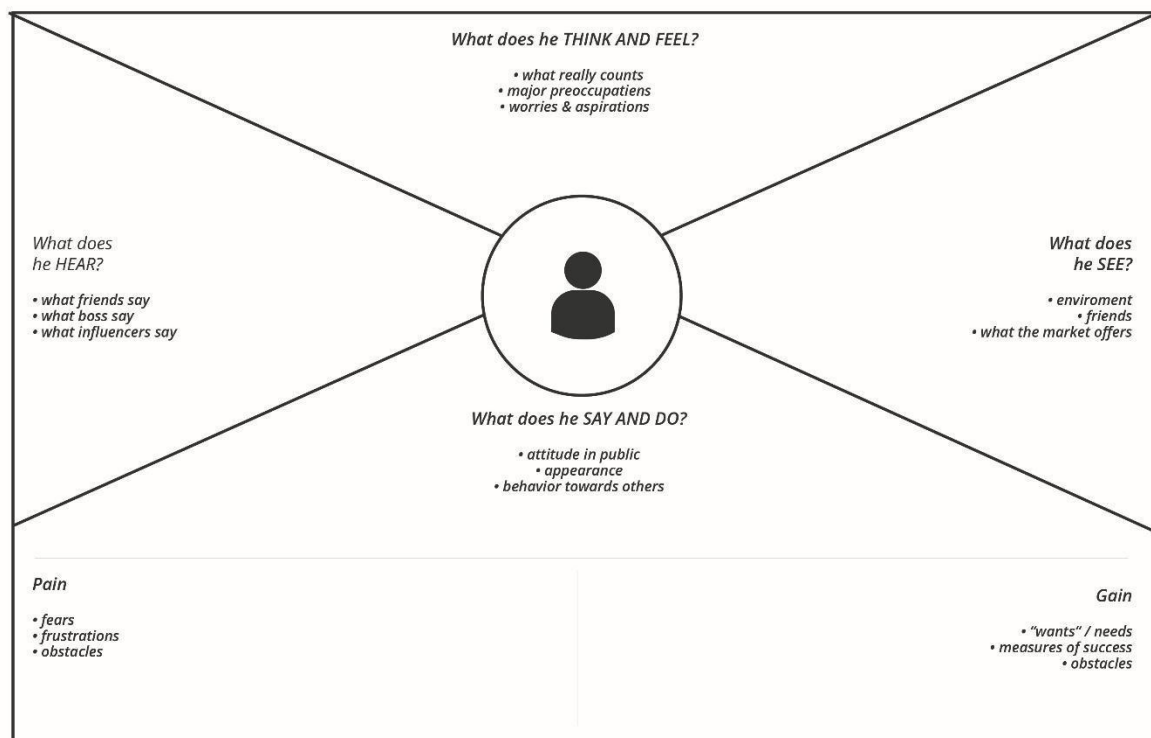
An empathy map is a simple, easy-to-digest visual that captures knowledge about a user's behaviours and attitudes.

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

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



Reference: <https://www.mural.co/templates/empathy-map-canvas>

Online Book Shopping Application

