

**Ideation Phase**  
**Empathize & Discover**

Date	15 March 2023
Team ID	NM2023TMID18550
Project Name	Optimize Spam Filtering
Maximum Marks	5 Marks

**Empathy map canvas:**

In the ideation phase we have empathize as our client Mexcy .And we have occur details which are represent in the empathy map given below.

Example:

Empathy map

