

## Ideation Phase

### Empathize & Discover

Date	19 September 2022
Team ID	NM2023TMID08278
Project Name	Leveraging Data Analysis For Optimal Marketing Campaign Success
Maximum Marks	4 Marks

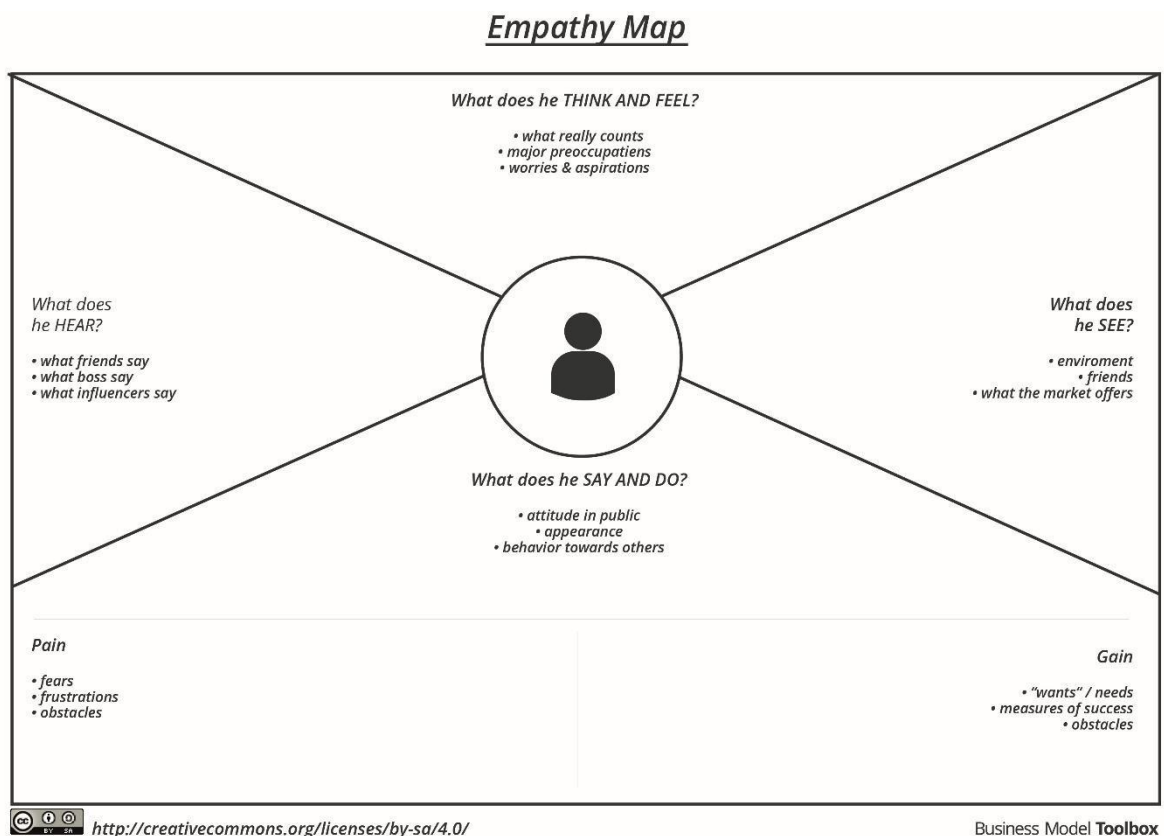
#### Empathy Map Canvas:

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:



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

## Example: Optimal Marketing Campaign Success

