

Ideation Phase

Empathize & Discover

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|---------------|---|
| Date | 15 March 2023 |
| Team ID | NM2023TMID18999 |
| Project Name | Optimizing spam filtering with machine learning |
| Maximum Marks | 5 Marks |

Empathy Map Canvas:

In the ideation phase we have empathized as our client Optimizing spam filtering with machine learning and we have acquired the details which are represented in the Empathy Map given below.



Empathy map canvas

Use this framework to empathize with a customer, user, or any person who is affected by a team's work. Document and discuss your observations and note your assumptions to gain more empathy for the people you serve.

Originally created by Dave Gray at



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Need some inspiration?

See a finished version of this template to kickstart your work.

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Develop shared understanding and empathy

Summarize the data you have gathered related to the people that are impacted by your work. It will help you generate ideas, prioritize features, or discuss decisions.



