

Ideation Phase

Empathize & Discover

Date	29 April 2023
Team ID	NM2023TMID00064
Project Name	Project - Global Wealth Divide: A Comprehensive Study of Income Inequality Across the World
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.

Says

What have we heard them say?
What can we imagine them saying?

I can't afford
basic
necessities like
food, water and
healthcare.

I work long
hours everyday
but i still can't
make ends
meet

I feel trapped
in poverty
and there's
no way out



They feel
powerless
and give
up hope.

They may
work multiple
jobs to make
ends meet.

They may rely
on assistance
from friends
and family.



Does

What behavior have we observed?
What can we imagine them doing?

Thinks

What are their wants, needs, hopes,
and dreams? What other thoughts
might influence their behavior?

They think
poverty is
their fate

They think
they are
unlucky

They think
they need
someone to
help



They feel
afraid for the
future and the
future of their
families.

They feel
frustrated,
angry and
helpless

They feel
envious and
resentful
towards the
wealthy.



Feels

What are their fears, frustrations, and
anxieties? What other feelings might
influence their behavior?

People living in different
parts of the world who are
affected by income
inequality