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| Date | 10 September 2023 |
| Team ID | NM2023TMID05035 |
| Project Name | Dissecting the digital landscape: A comprehensive analysis of social media |
| Maximum Marks | 04 Marks |

Ideation Phase Empathize & Discover

Empathy Map Canvas:

An empathy map is a simple, easy-to-digest visual that captures knowledge about a user’s behaviors and attitudes. It is a useful tool to helps 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.

