

Ideation Phase

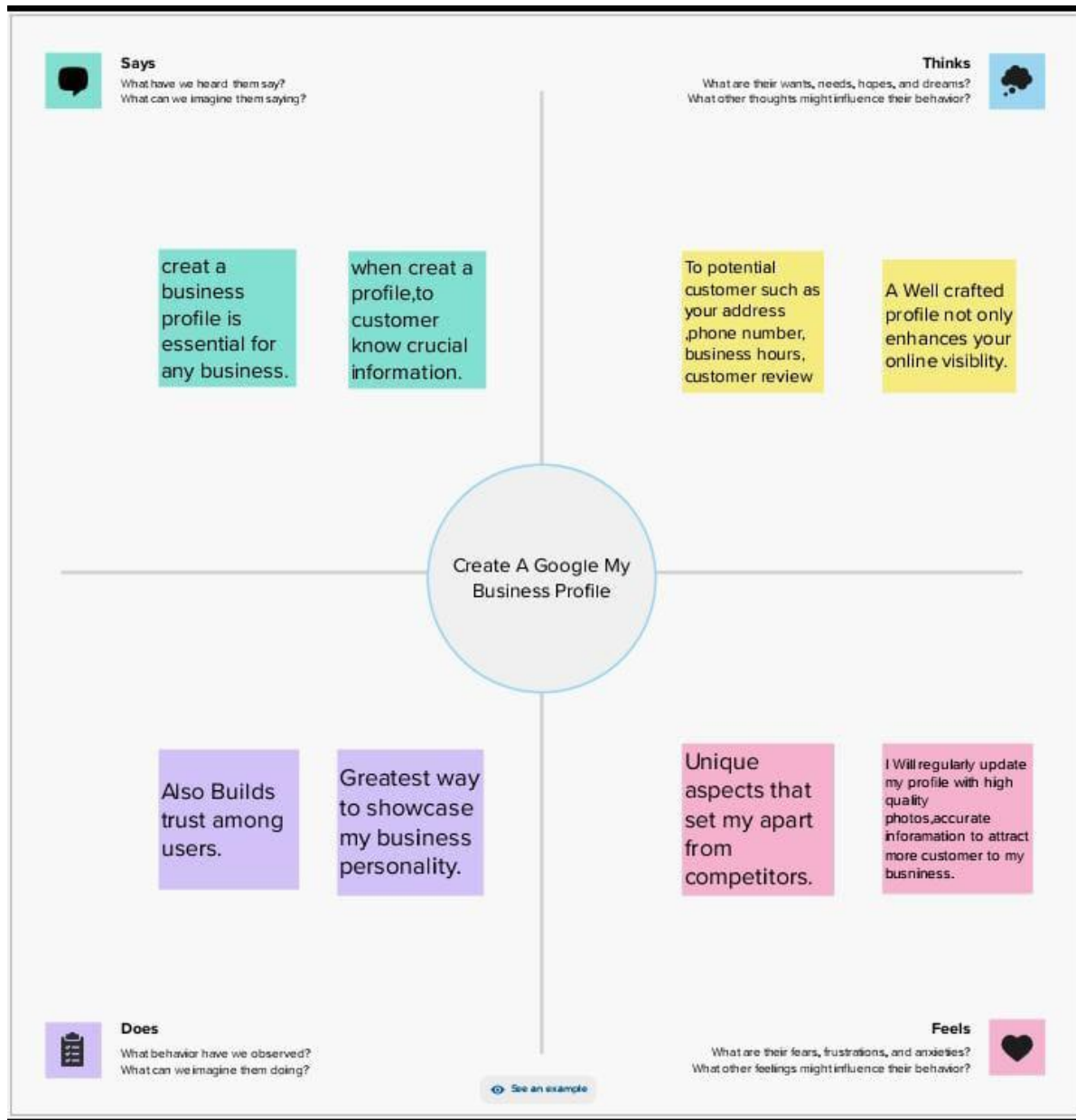
Empathize & Discover

Date	31 October 2023
Team Id	6D4BEFABCF29086980146B64642C0BD8
Project Name	Create A Google My Business Profile

Empathy Map :

Understand the needs, emotions, and behaviors of potential customers interacting with the business through its Google My Business profile. It is a very useful tool to help teams better understand their users. Much like a user persona, an empathy map can represent a group of users, such as a customer segment. An empathy map is a collaborative tool teams can use to gain insight into their customers. A technique used by UX (User Experience) Designers to help them develop an empathetic understanding of their users. The exercise of creating the map helps participants consider things from the user's perspective along with his or her goals and challenges.

The Empathy map On Our Project is below:



Reference link:

<https://app.mural.co/t/kalaiselvim5756/m/kalaiselvim5756/1697985950905/bbccfeef46eb176c0c40dcb827d8996162254659?sender=u4e4e8276ade14fec946d6048>