**Ideation Phase**

**Empathize & Discover**

| Date | 12 April 2025 |
| --- | --- |
| Team ID | SWTID1743516636 |
| Project Name | SB Food Ordering App |
| Maximum Marks | 4 Marks |

**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 help teams better understand their users.  
 Creating an effective solution requires understanding the real problem and the person experiencing it. The empathy map helps you step into your user's shoes and understand their feelings, goals, and frustrations.

**Example:**

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