

Ideation Phase

Empathize & Discover

Date	17 October 2023
Team ID	8D48DDF933745F2A2DF4A36340D40B61
Project Name	Aquatic Insights: Cognos -Powered Water Portability Analysis
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.

Example:

