

Ideation Phase

Empathize & Discover

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Project Name	Plugging into the Future: An Exploration of Electricity Consumption Patterns Using Tableau
Maximum Marks	4 Marks

Empathy Map Canvas:

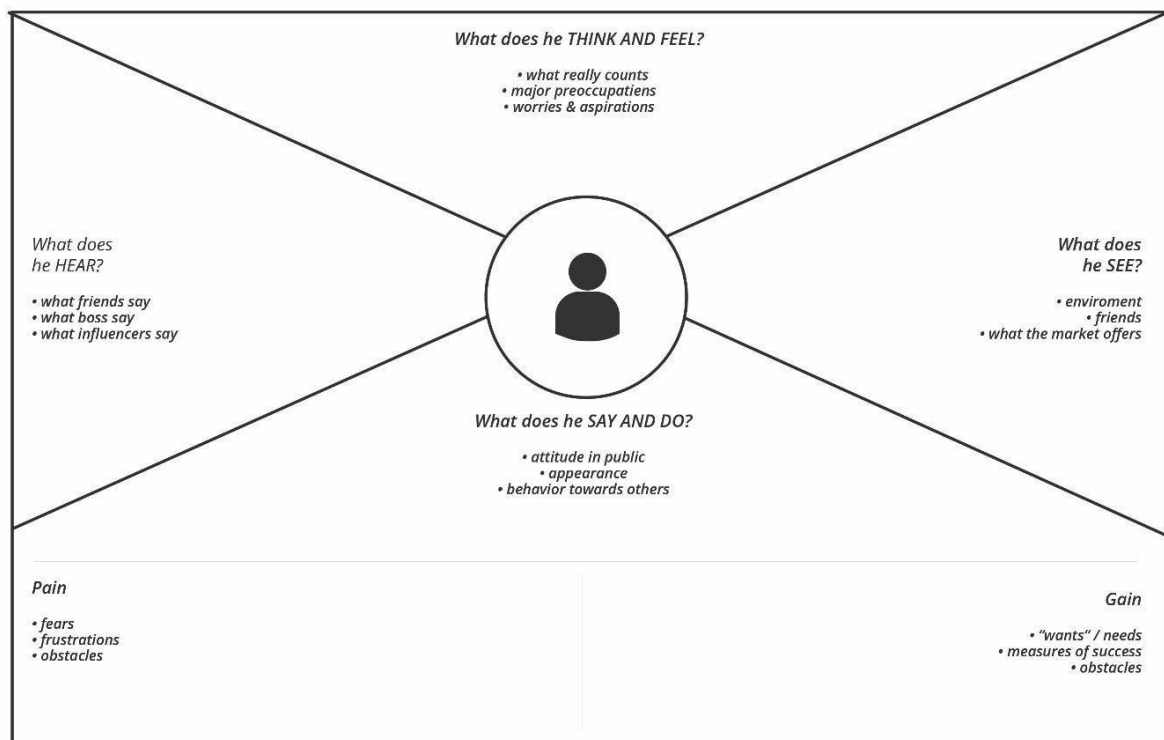
An empathy map is a simple, easy-to-digest visual that captures knowledge about a user's behaviours and attitudes.

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.

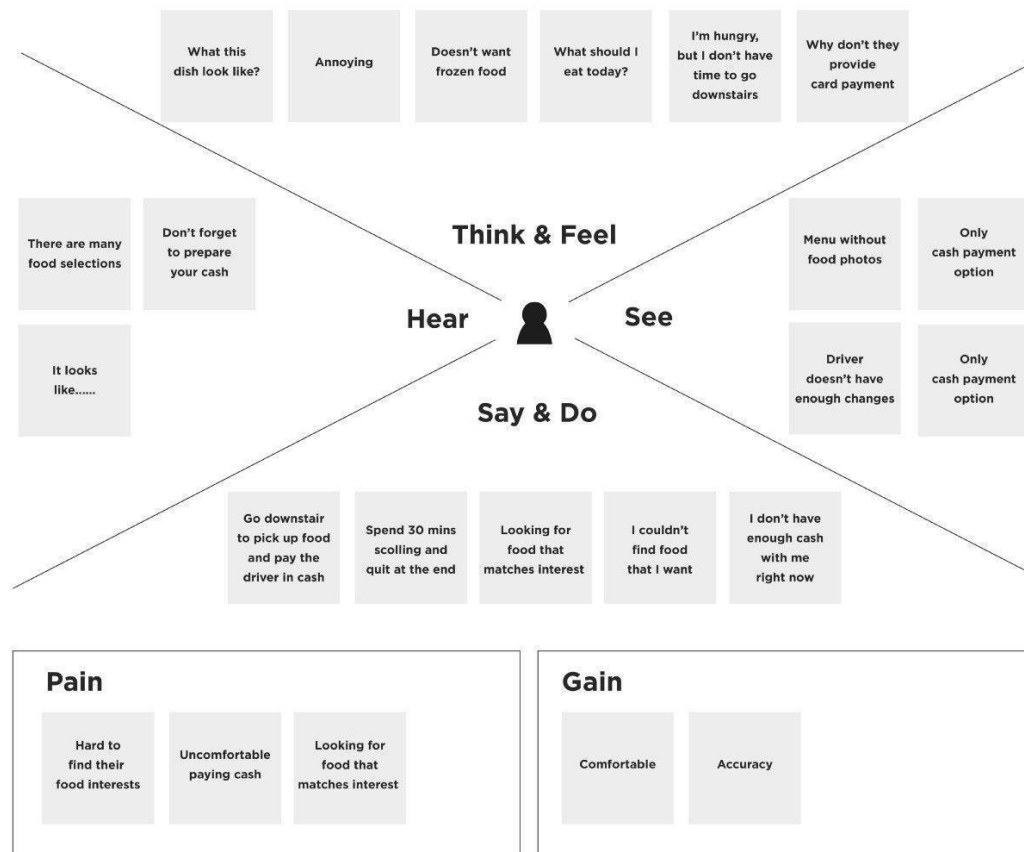
Example:

Empathy Map



Reference: <https://www.mural.co/templates/empathy-map-canvas>

Example: Food Ordering & Delivery Application



Empathy Map Elements (from the Mural reference)

We'll structure the empathy map based on these standard quadrants:

1. **Says** – What the user says out loud in interviews or observations
2. **Thinks** – What the user is thinking or concerned about
3. **Does** – Actions the user takes
4. **Feels** – Emotional experience and attitudes
5. **Goals** – What they want to achieve
6. **Pains** – Frustrations, challenges, or blockers