

## Ideation Phase

### Empathize & Discover

Date	21 October 2023
Team ID	OCEAD56E78F6AD1B7E54
Project Name	Unearthing trends from linkedin influencers
Maximum Marks	4 Marks

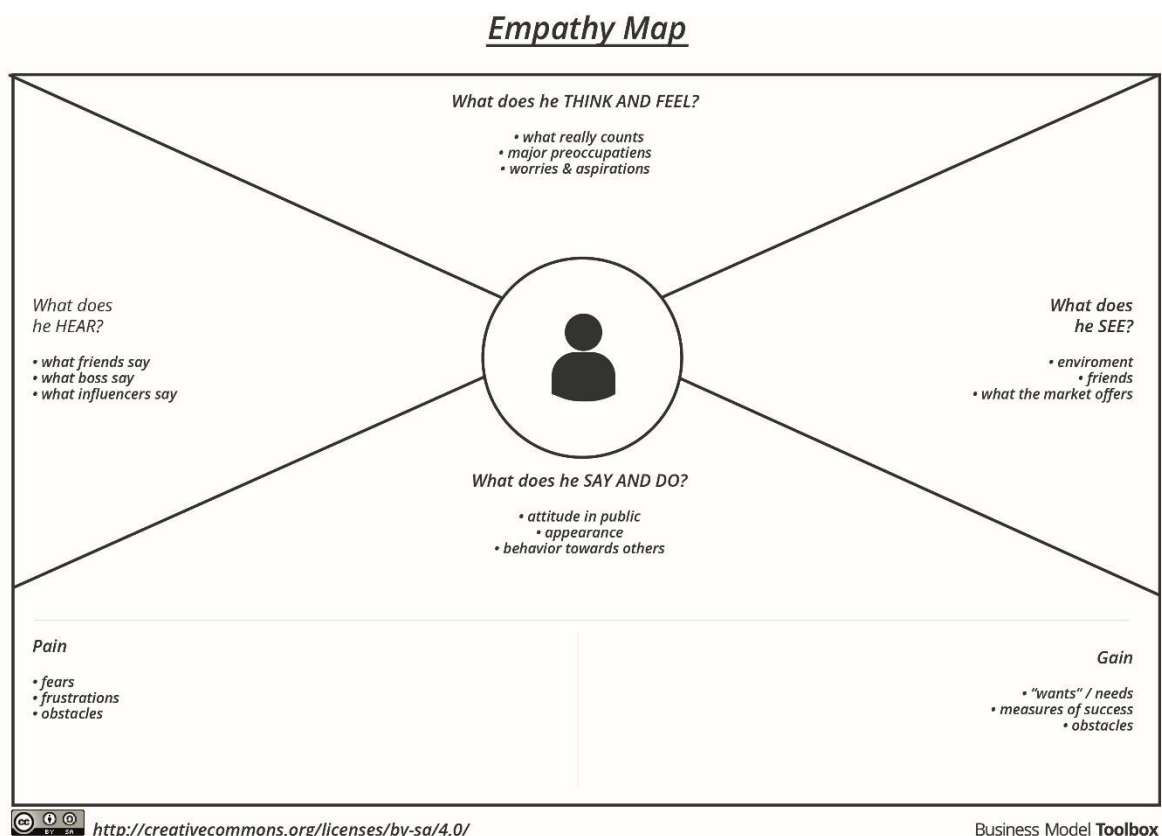
#### Empathy Map Canvas:

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:



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

