## CookBook: Your Virtual Kitchen Assistant **Ideation Phase Empathize & Discover**

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## **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 helps 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** What does he THINK AND FEEL? what really counts major preoccupatiens worries & aspirations What does What does he HEAR? he SEE? what friends saywhat boss saywhat influencers say enviroment • friends • what the market offers What does he SAY AND DO? • attitude in public appearance behavior towards others Pain Gain • fears • frustrations • obstacles "wants" / needs measures of success obstacles http://creativecommons.org/licenses/by-sa/4.0/

**Business Model Toolbox** 

