

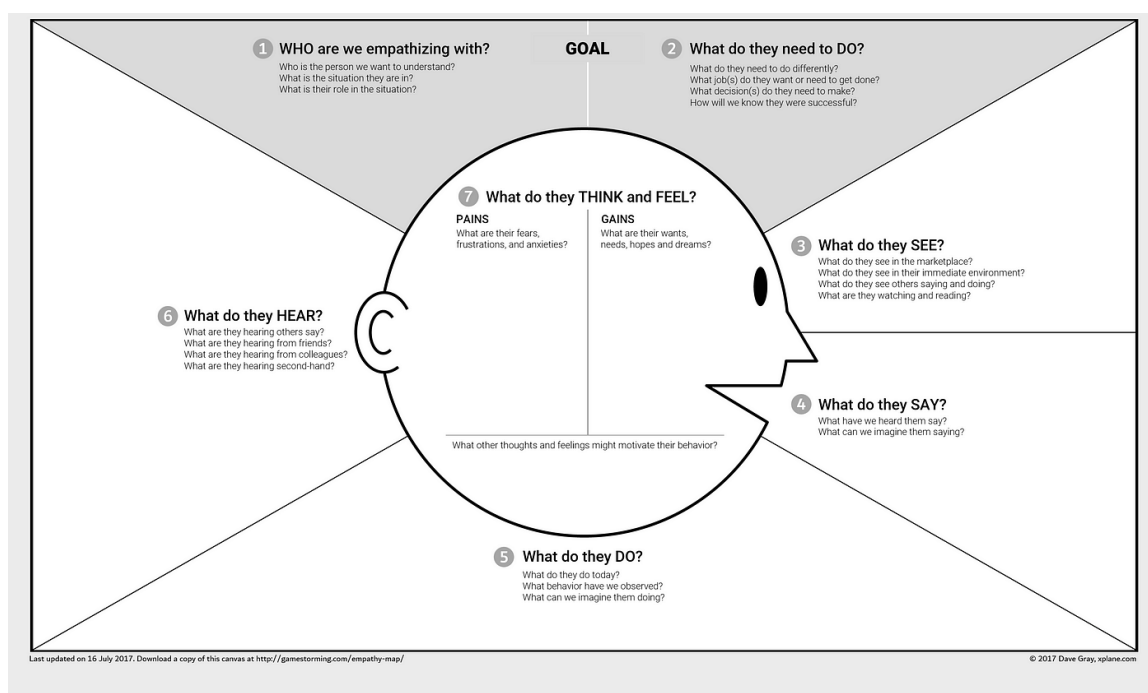
Ideation Phase

Empathize & Discover

Date:	30 september 2023
Team ID:	Proj_227254_Team_1- 3414
Project Name:	Chatbot deployment with IBM Cloud Watson Assistant
Maxim Marks:	4 marks

Empathy Map Canvas :

An empathy map is a template that organizes a user's behaviors and feelings to create a sense of empathy between the user and your team. The empathy map represents a principal user and helps teams understand their motivations, concerns, and experience. Empathy mapping is a simple yet effective workshop that can be conducted with various users in mind, anywhere from stakeholders, individual use cases, or entire teams of people. Many teams, such as design teams, sales, product development, and customer service, can conduct it. Essentially, an empathy mapping exercise is a practice that seeks to get inside the head of the customer as they interact with your product/service. While the main importance of an empathy map is creating empathy between you and the user, some other important facets of using one offer different benefits to your team. Creating an empathy map considers many factors in relation to the customer's overall experience. These could be the problems they handle, how they use the product/service within a larger team, and who experience the brunt of the problem. These details are essential to creating a holistic view of their experience because they illuminate the problem in your team's mind. This is equally as important and helps build an overall understanding of how users interact with your product/service.



Customer Empathy Map Example

