

Ideation Phase

Empathize & Discover

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| Date | 12 March, 2025 |
| Team ID | PNT2025TMID02840 |
| Project Name | Global Food Production Trends and Analysis A Comprehensive Study from 1961 to 2023 Using Power BI |
| Maximum Marks | 4 Marks |

Empathy Map Canvas:

An Empathy Map Canvas is a visual tool used to better understand a user's needs, emotions, and behaviors. It helps teams develop user-centered products, services, or strategies by stepping into the user's perspective.

Structure of an Empathy Map Canvas

It is typically divided into six sections

3. Who are we empathizing with?

Define the user or persona (e.g., a customer, employee, stakeholder).

Describe their role, demographics, and context.

4. What do they SEE?

What do they observe in their environment?

What are they exposed to (trends, people, competitors, media)?

5. What do they SAY & DO?

How do they behave in public?

What words do they use?

How do they present themselves?

6. What do they HEAR?

What influences them (friends, colleagues, media, social networks)

What are key messages they receive?

7. What do they THINK & FEEL?

8. What truly matters to them?

What are their fears, frustrations, and aspirations?

9. What are their PAINS & GAINS?

Pains: What are their obstacles, worries, and challenges

Gains: What do they want to achieve, and how do they measure success

How to Use an Empathy Map

Gather qualitative data from user research, surveys, or interviews.

Fill in each section based on real insights, not assumptions.

Use it to align your team's understanding of the user and create better solutions.

Would you like a template or example related to a specific industry?



