Ideation Phase
Empathize & Discover

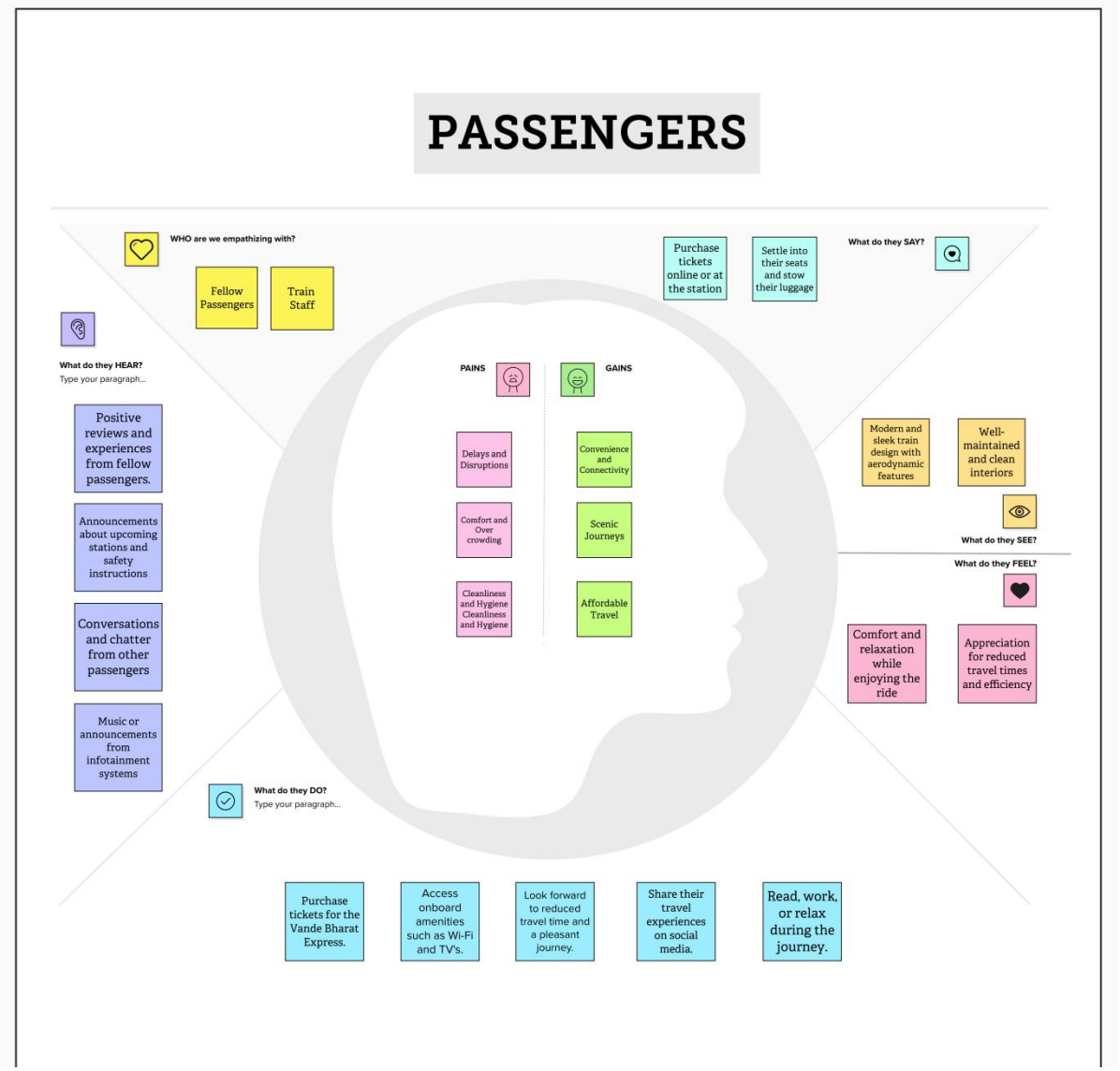
Date	14 October 2023
Team ID	Team-591212
Project Name	Project - Vande Barath Express
Maximum Marks	4 Marks

Empathy Map Canvas:

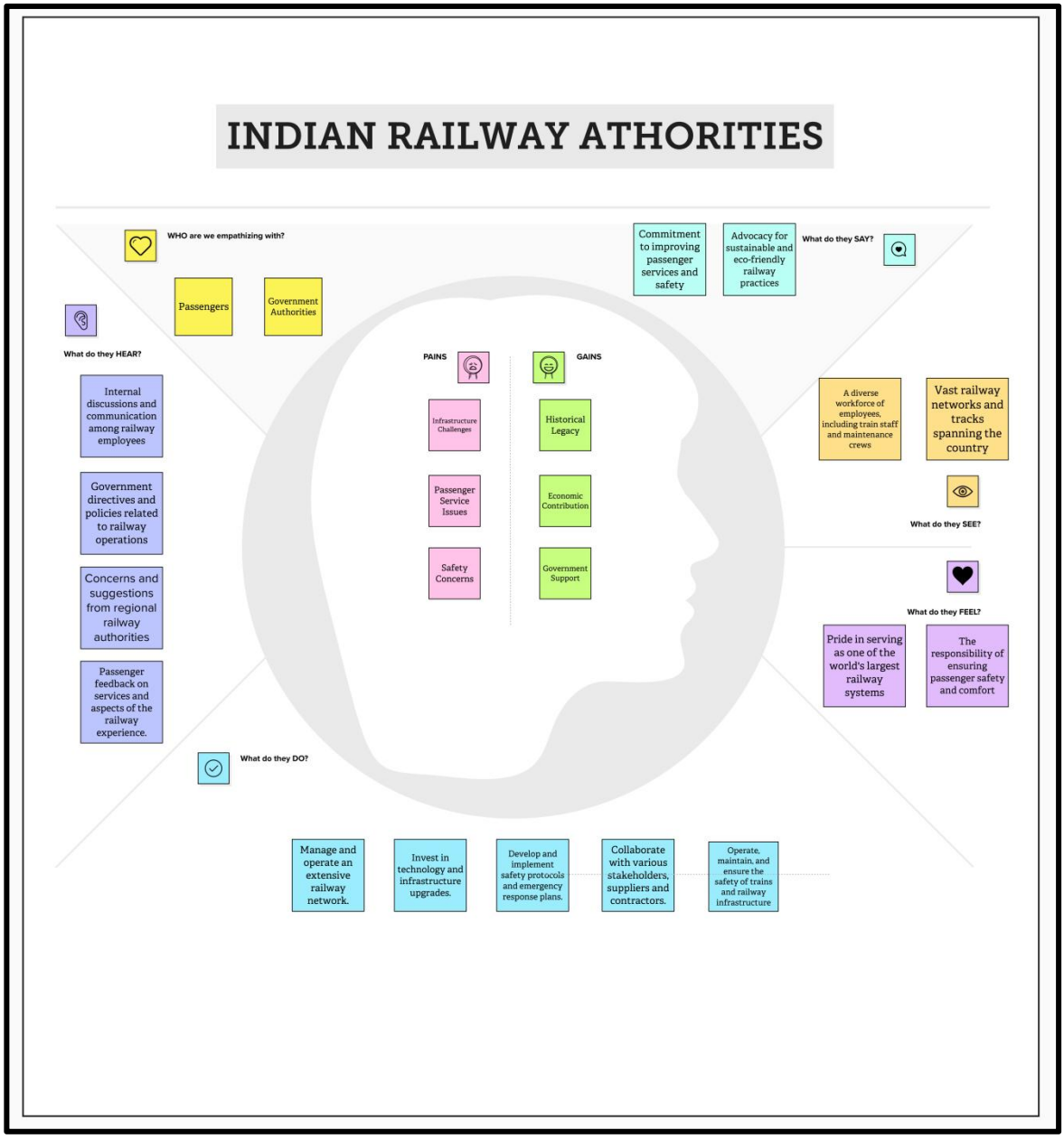
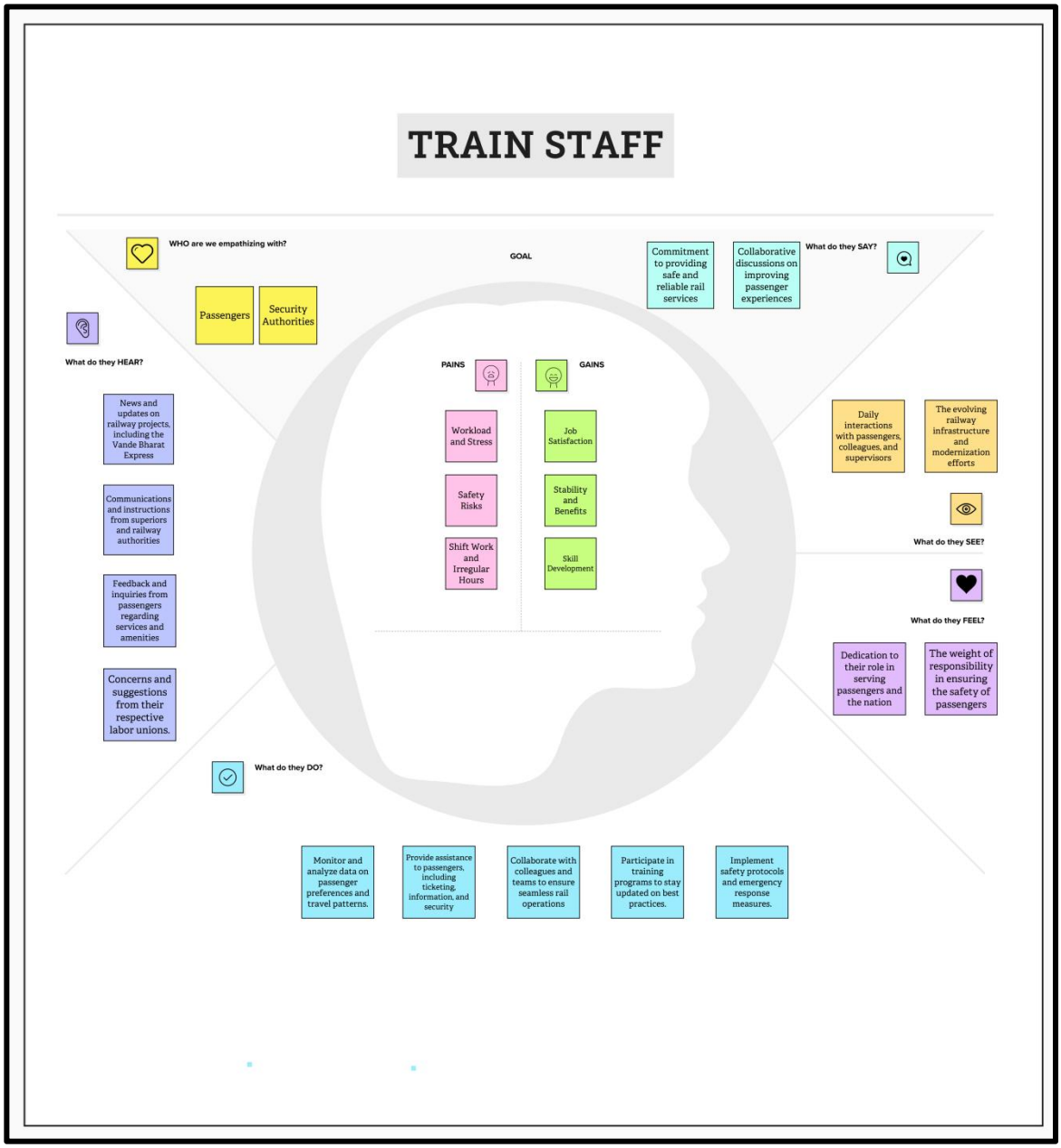
Empathy mapping is a visual framework for capturing and organizing insights about the user's perspective on user experience design and design thinking. This typically includes categories such as what the user sees, hears, touches, does, thinks/feels, and so on.

By collecting and organizing this information, empathy maps help design teams better understand a user's experiences, feelings, and needs. They are a powerful tool for improving the design of products, services, or experiences, enabling teams to create solutions that better meet user expectations and improve overall user satisfaction.

Empathy Map 1:



Empathy Map 2



Empathy Map 3