

Ideation Phase

Empathize & Discover

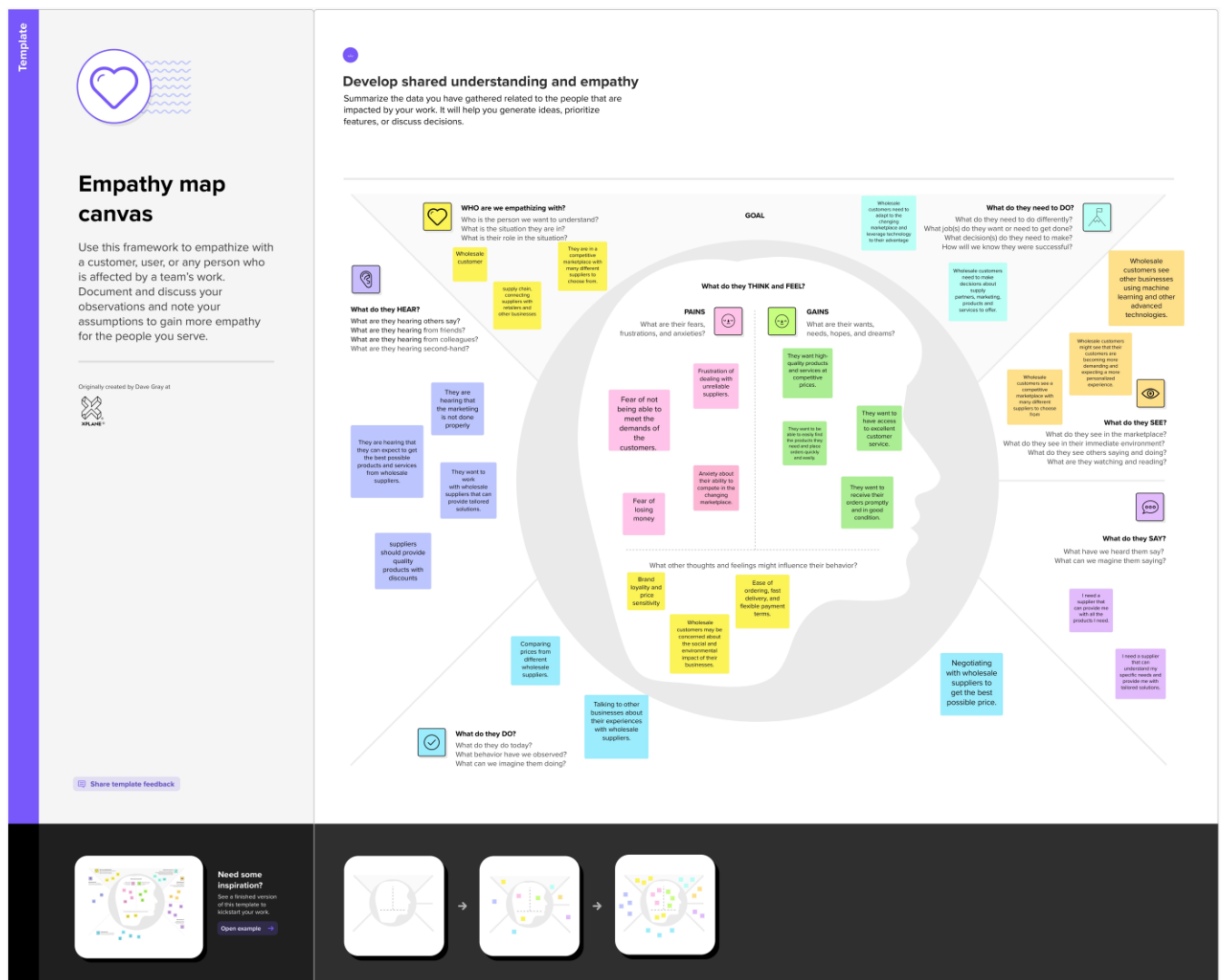
Date	18 October 2023
Team ID	Team-592709
Project Name	Wholesale customer segmentation analysis
Maximum Marks	4 Marks

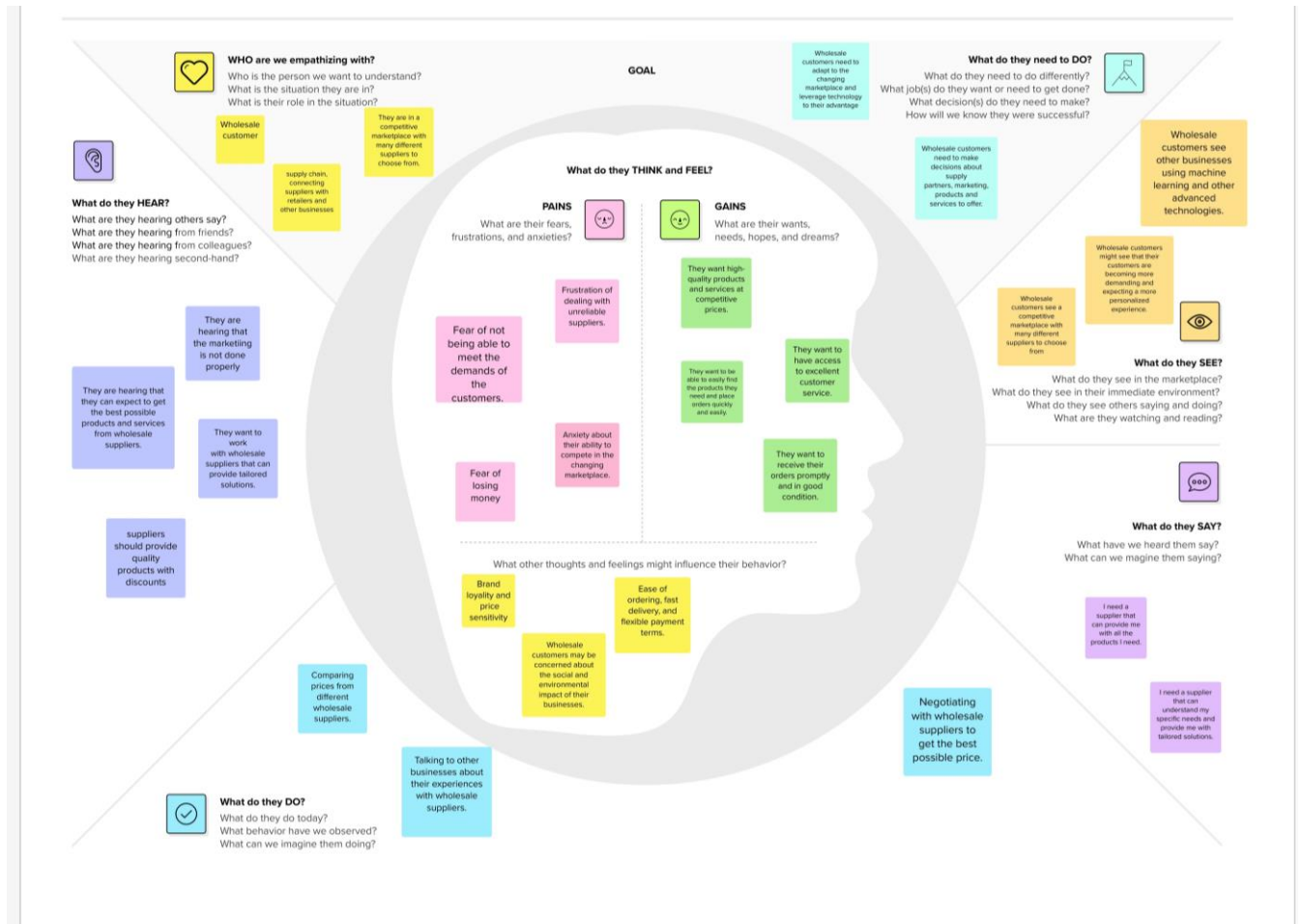
Empathy Map Canvas:

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.





Link to our mural:

<https://app.mural.co/t/wholesalecustomersegmentatio6991/m/wholesalecustomersegmentatio6991/1697367133198/af26ac084f2af0176c47a90fb022f496bfad9b23?fromVisitorModal=true&sender=u172b5c3089fb3d3522577879>