Ideation Phase
Empathize & Discover

Date	18 October 2023
Team ID	592691
Project Name	Project – Restaurant Recommendation System
Maximum Marks	4 Marks

Empathy Map Canvas:

The restaurant recommendation system empathy map canvas is a tool designed to help project teams understand and empathize with the various stakeholders involved in the system's development and operation. This canvas consists of sections like: "See," "Think and Feel," "Hear," and "Say and Do."

In the "See" section, stakeholders visually perceive elements such as user interfaces, restaurant listings, reviews, and data dashboards. This helps stakeholders understand what information and visuals are presented to users and how the system operates.

The "Think and Feel" section delves into stakeholders' thoughts and emotions. Users may experience excitement, trust, or frustration, while developers may feel pressure and satisfaction. Understanding these emotions guides decision-making and system improvements.

In the "Hear" section, stakeholders hear notification sounds, communicate with team members, and engage with user inquiries. Effective auditory elements can enhance the user experience and team collaboration.

The "Say and Do" section highlights user input, developers' coding and testing, administrators' content management, and marketing teams' promotional activities. Aligning communication and actions with stakeholder needs is crucial for project success.
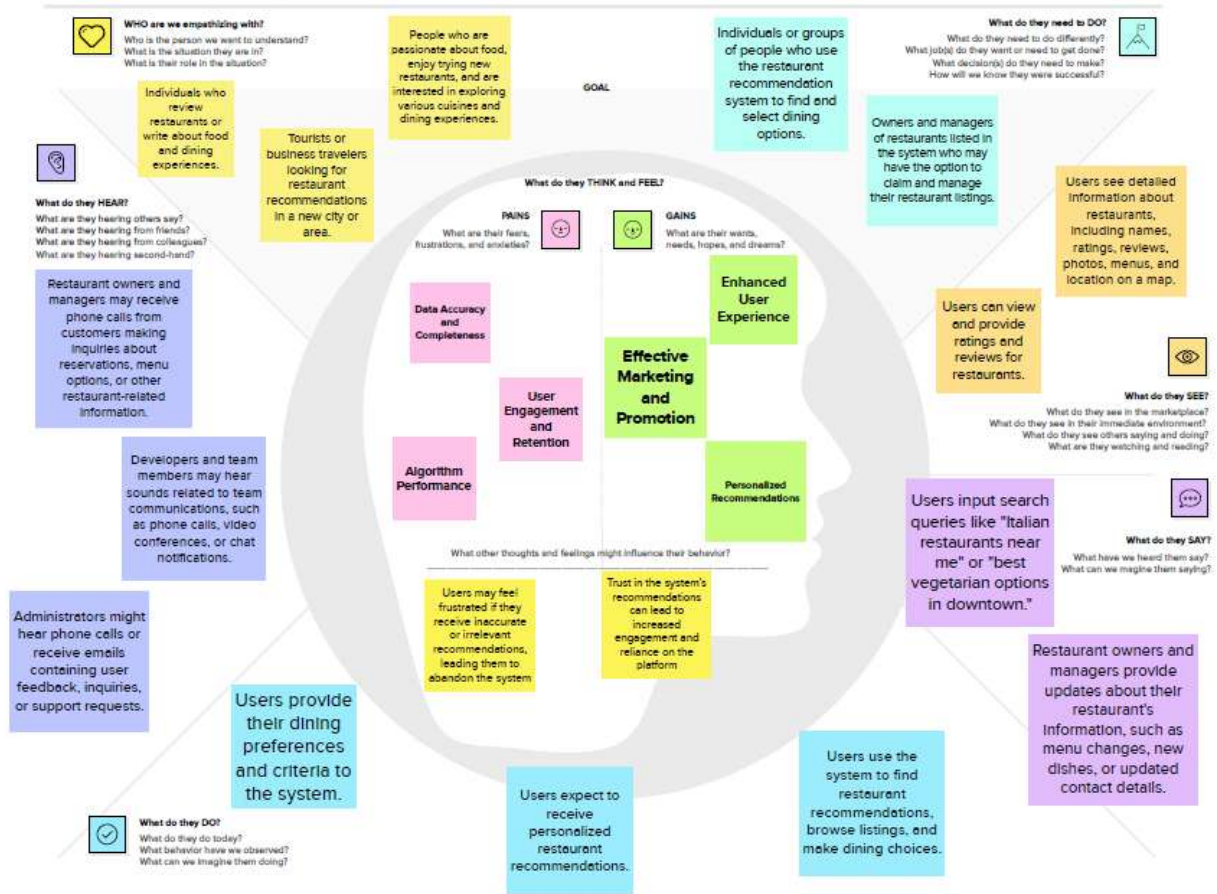
Overall, the empathy map canvas serves as a valuable tool for project teams to gain insights into stakeholders' perspectives, ultimately leading to a more user-centred and successful restaurant recommendation system.

Empathy Map:

Reference link: