Ideation Phase
Empathize & Discover

Date	18 October 2023
Team ID	592675
Project Name	ASL- Alphabet Image Recognition
Maximum Marks	5 Marks

Empathy Map:

An empathy map is a visual tool or framework used in design thinking and user experience (UX) design to help teams understand and empathize with the needs, thoughts, feelings, and experiences of a particular user or customer segment. It provides a structured way to gather and synthesize information about users, making it easier to design products, services, or solutions that truly meet their needs and preferences.

An empathy map typically consists of four quadrants, each focusing on a different aspect of the user's experience:

Says: This quadrant represents the verbal expressions of the user. It includes what the user says, such as their quotes, comments, and specific language they use when discussing their needs and challenges.

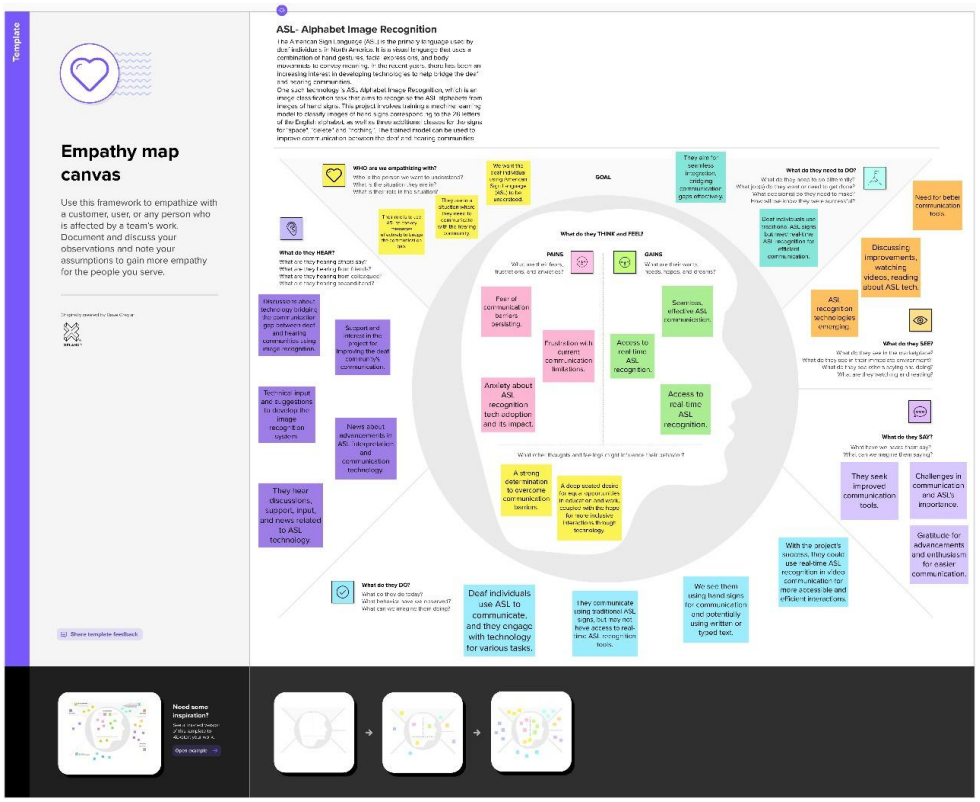
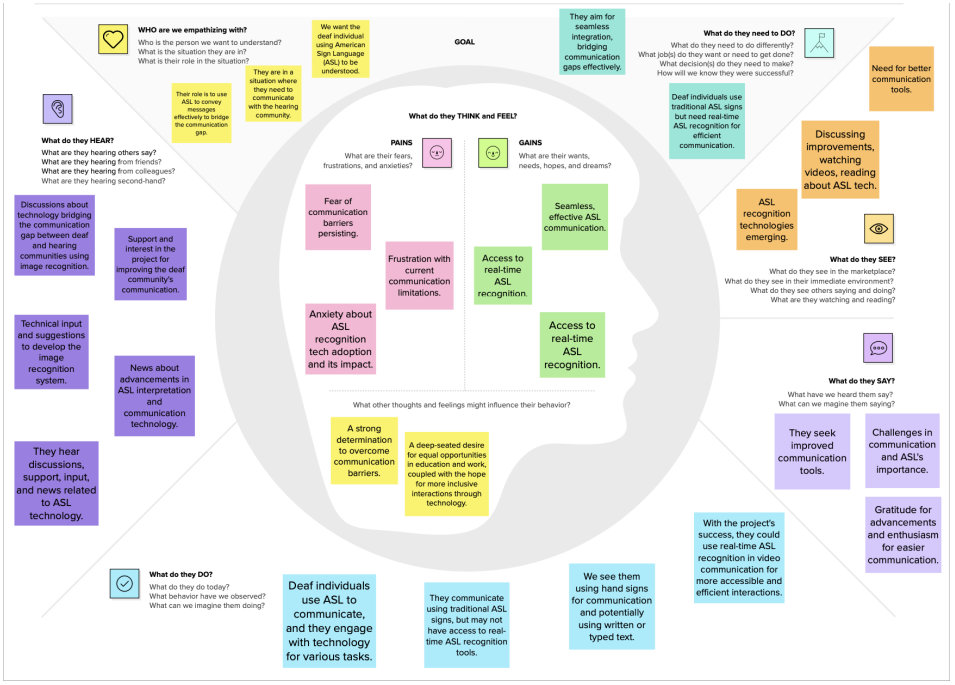
Thinks: This quadrant delves into the user's thoughts and considerations. It captures the user's inner dialogue, including their goals, motivations, fears, and aspirations.

Feels: In this section, you record the user's emotional responses and reactions. It can include their emotions, attitudes, and mood related to the product or service.

Does: This quadrant focuses on the user's actions and behaviors. It describes what the user does, their habits, routines, and interactions related to the problem or context you are exploring

The empathy map is typically populated by conducting research, such as user interviews, observations, surveys, or feedback sessions. The goal is to gather real insights from users and use them to create a more comprehensive and empathetic understanding of the user's perspective. Once completed, the empathy map serves as a reference point for design and decision-making, helping teams align their efforts with user needs and expectations. It is a valuable tool for fostering user-centered design and innovation.

Example:



Example: