

Ideation Phase

Empathize & Discover

Date	19 September 2022
Team ID	Team-593148
Project Name	Project – Real/Fake logo Detection
Maximum Marks	4 Marks

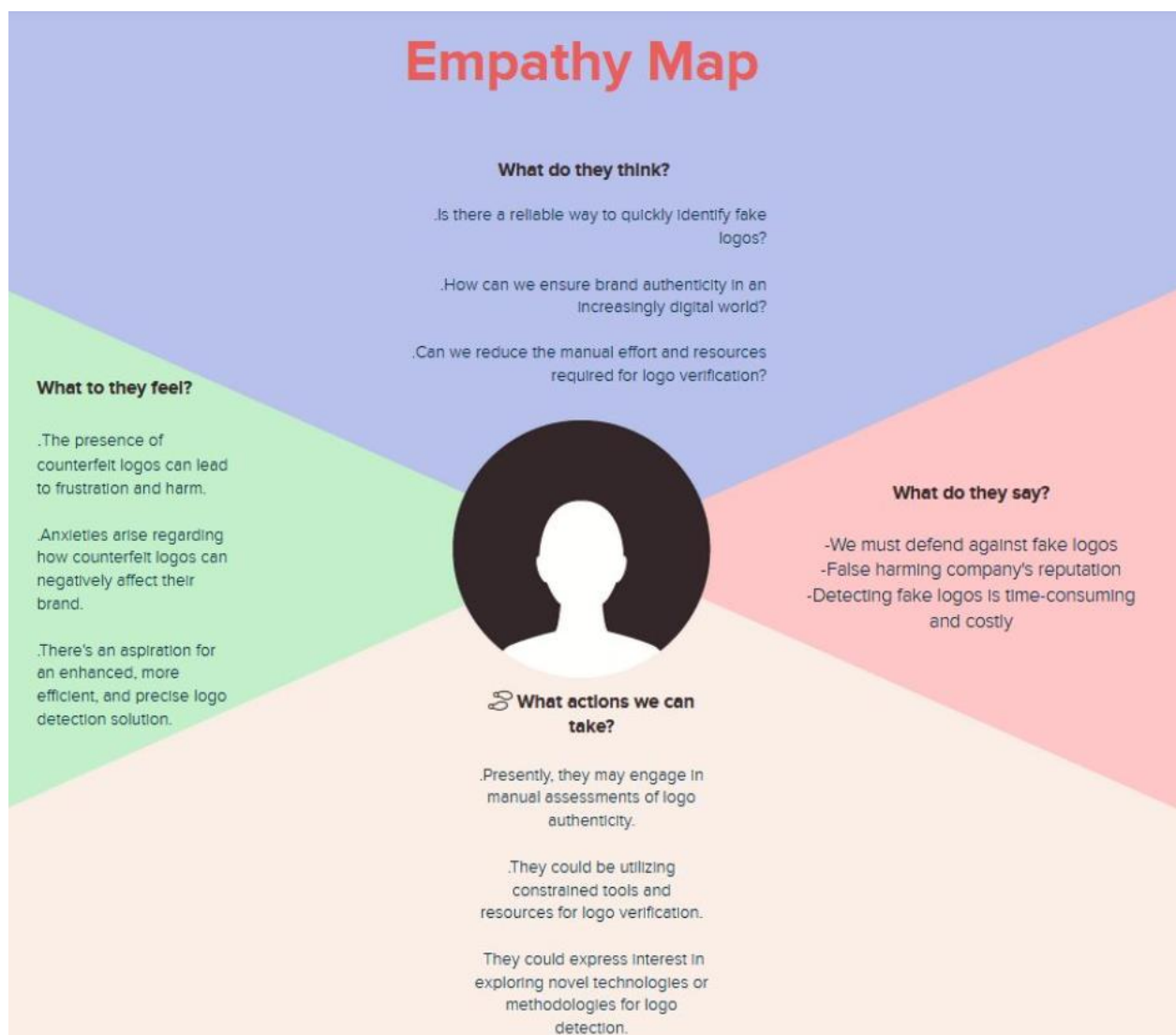
Empathy Map Canvas:

An empathy map is a simple, easy-to-digest visual that captures knowledge about a user's behaviors 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.

Reference: <https://www.mural.co/templates/empathy-map-canvas>



PAINS

Time-Consuming: The process of manually inspecting logos is both time-consuming and ineffective.

Brand Integrity at Risk: The existence of counterfeit logos poses a threat to the brand's image and credibility.

Resource-Heavy: The current approaches might demand substantial resources.

GAINS

Enhanced Efficiency: Their goal is to swiftly and effortlessly identify counterfeit logos.

Brand Safeguarding: The utmost concern is shielding the brand from counterfeit logos.

Reduced Expenditure: Their objective is to minimize the resources necessary for logo verification.

