

## Ideation Phase

### Empathize & Discover

Date	21jul 2025
Team ID	PNT2025TMID14671
Project Name	E-Commerce
Maximum Marks	4 Marks

#### Empathy Map Canvas:

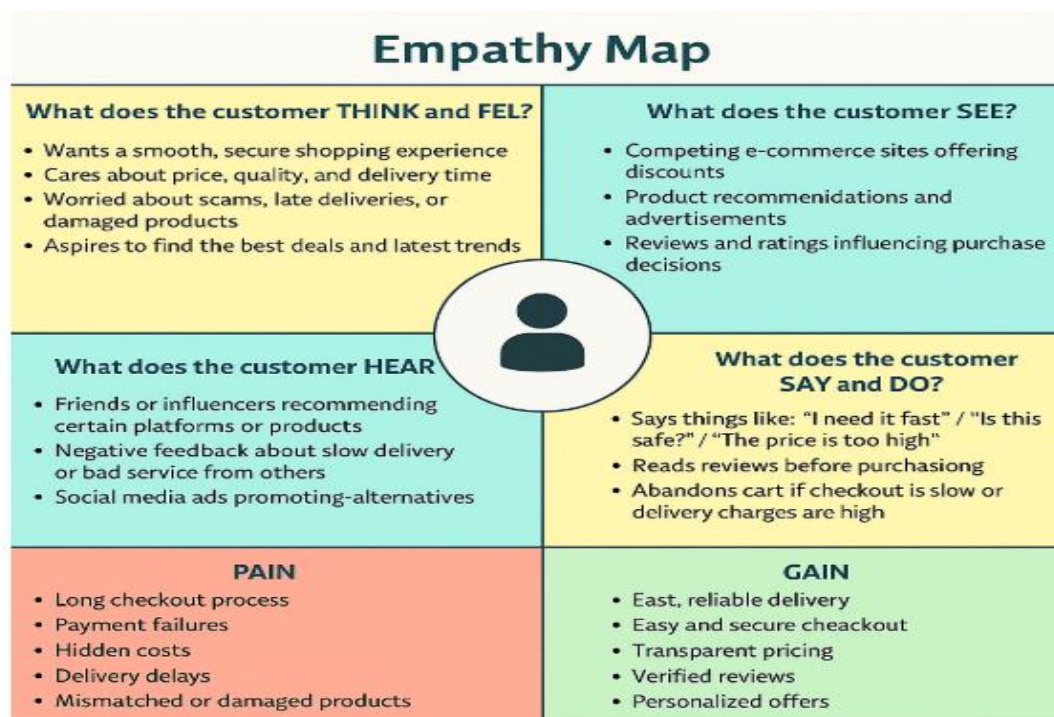
An Empathy Map Canvas is a visual tool used to understand your target audience or user better. It helps teams put themselves in the user's shoes and uncover their needs, emotions, and motivations.

Structure of an Empathy Map Canvas

It's typically divided into six sections:

1. Who are we empathizing with?
  - Identify the specific user or customer segment.
  - Include demographic and contextual details.
2. What do they see?
  - What's in their environment?

Example:



## Example: Food Ordering & Delivery Application

