

Ideation phase

Empathize & discovery

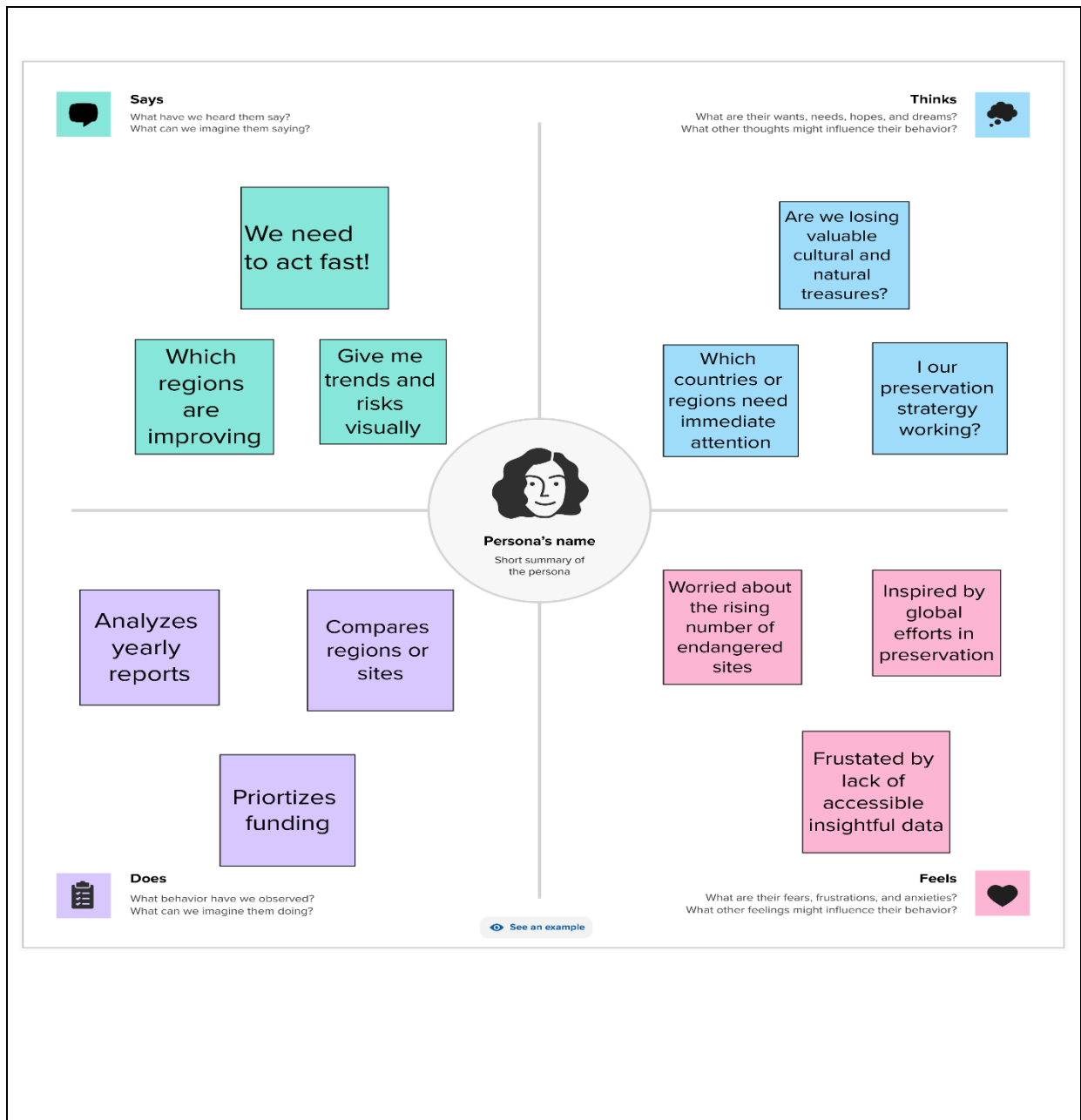
Date	22 June 2025
Team Id	LTVIP2025TMID50160
Project Name	Heritage treasure
Maximum Marks	4 Marks

Empathy Map Canvas:

An empathy map is a simple,easy-to-digest visual that captures knowledge about a users's behaviours and attitudes

It is a useful tool to helps teams better understand their users.

Empathy Map



Pain

Scattered or static data sources

Difficulty communicating

Limited funding without

Gain

Clear visuals
to support
decisions

Easy
storytelling
with data