Ideation Phase
Empathize & Discover

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Team ID	NM2023TMID11885
Project Name	Blockchain-based smart real estate management system

Empathy Map Canvas:

Anempathy mapisasimple, easy-to-digest visual that captures knowledge about a users' behavior sand attitudes.

It is a full tool to helps teams better understand their users. Creating an effective solution requires understanding the true problem and the person who has 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.

Example:

Empathy Map

Thinks: "I hope I won't be fined for late returns."
Feels: Anxious about due dates and fines, excited when discovering new books.

Hears about potential fines and due dates from automated system reminders and notifications.
Hears about potential data privacy and compliance issues from industry news and regulations.

Concern for data privacy and legal compliance. Responsibility for system uptime and data integrity.

Searches the library catalog, borrows and returns books, manages their account.

need a system that simplifies book management."