

# IDEATION PHASE

## EMPATHIZE & DISCOVER

Date	03 NOV 2023
Member1 NM ID	928C50AEF88A0A5900E4EEF399336943
Member2 NM ID	928C50AEF88A0A5900E4EEF399336943
Member3 NM ID	5AF9AE87A4155D7A4D24C60E8914A6DA
Member4 NM ID	0640EDA34E3A904A1584E9A4D5797CC3
Project Name	Build a website using Canva

### EMPATHY MAP CANVAS:

An empathy map is a simple, easy-to-digest visual that captures knowledge about a user's behavior's and attitudes. It is a useful tool to helps teams better understand their users. Creatingan 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.

