<u>IDEATION PHASE EMPATHIZE &</u>
<u>DISCOVER</u>

Date	13 March 2023
Team ID	NM2023TMID18679
Project Name	The Future of University Decision Making Using Machine Learning
Maximum Marks	5 Marks

<u>EMPATHY MAP CANVAS</u>:

In the ideation face we have empathized as our client and we have acquired the details which are represented in the empathy map given blelow.

WHO are we empathizing with?
Who is the person we want to understand?
What is the situation they are in?
What is their role in the situation?

GOAL

What do they need to DO?
What do they need to do differently?
What job(s) do they want or need to get done?
What decision(s) do they need to make?
How will we know they were successful?

What do they HEAR?
What are they hearing others say?
What are they hearing from friends?
What are they hearing from colleagues?
What are they hearing second-hand?

What do they THINK and FEEL?

PAINS
What are their fears, frustrations, and anxieties?

GAINS
What are their wants, needs, hopes, and dreams?

What other thoughts and feelings might influence their behavior?

What do they SEE?
What do they see in the marketplace?
What do they see in their immediate environment?
What do they see others saying and doing?
What are they watching and reading?

What do they SAY?
What have we heard them say?
What can we imagine them saying?

What do they DO?
What do they do today?
What behavior have we observed?
What can we imagine them doing?