## Ideation Phase Empathize & Discover

Date	27 <sup>th</sup> OCTOBER 2023
Team ID	609498-1700929797
_ ·	Vande Bharat Express: Pioneering India's High- Speed Rail Journey
Maximum Marks	4 Marks

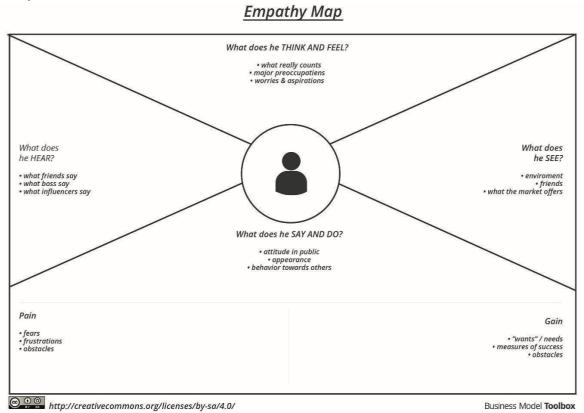
### **Empathy Map Canvas:**

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

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

Creating an 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.

### **Example:**





# **Empathy map** canvas

Use this framework to empathize with a customer, user, or any person who is affected by a team's work. Document and discuss your observations and note your assumptions to gain more empathy for the people you serve.

Originally created by Dave Gray at



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# **Develop shared understanding and empathy**

Summarize the data you have gathered related to the people that are impacted by your work. It will help you generate ideas, prioritize features, or discuss decisions.



What do they HEAR?

They hear information

Vande Bharat Express,

including its speed,

amenities, safety

it operates on.

about the features of the

design, energy efficiency,

measures, and the routes

What are they hearing others say?

What are they hearing from friends?

What are they hearing second-hand?

What are they hearing from colleagues?

### 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?

The person we want to understand is a or traveler interested in using the Vande intercity travel

Their role is that of a evaluating different transportation choice to find the most efficient and comfortable means of

PAINS

What are their fears, frustrations, and anxieties?

(...)

### GAINS

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

They want efficient, comfortable, and safe travel. Their needs include relevant information to make an informed What do they need to DO?

What do they need to do differently? What job(s) do they want or need to get done?

mode of transportation to experience the benefits offered by the Vande Bharat

We can imagine them researching and gatherin information about the Vande Bharat Express,

possibly looking for

feedback from other

reviews, schedules, and

They want the job of efficient and travel done, with considerations for speed, amenities,

In the marketplace. they see various transportation options, each with its own set of advantages and disadvantages.

They see other travelers sharing their experiences with different modes of transportation, influencing their perceptions.



### 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 magine them saying?

They may express preferences for faster and more comfortable travel, an interest in eco-friendly options, and a desire for a positive overall travel

> They might express anticipation for the convenience of amenities like Wi-Fi, infotainment screens. and bio-vacuum toilets offered by the Vande Bharat Express.

What do they THINK and FEEL?

GOAL

Fears may include concerns about safety, frustrations with travel delays, and anxieties about the unknown aspects of a new mode

of transportation.

decision.

What other thoughts and feelings might influence their behavior?

The association of the train's name with the patriotic song "Vande Mataram" may evoke a sense of national pride and influence travelers who want to support and experience a symbol of India's progress.



### What do they DO?

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

Currently, they may be using other modes of transportation like conventional trains, buses, or private vehicles for intercity

The behavior observed is a consideration of various factors such as travel time, comfort, and environmental impact when choosing a mode of transportation.

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