

Ideation Phase

Empathize & Discover

Date	03 Nov 2023
Team ID	NM2023TMID04665
Project Name	Build an Event Management System using Salesforce

EMPATHY MAP

An empathy map is a collaborative visualization used to articulate what we know about a particular type of user. It externalizes knowledge about users in order to

- 1) create a shared understanding of user needs, and
- 2) aid in decision making

Build empathy

The information you add here should be representative of the observations and research you've done about your users.

<p>Says</p> <p>What have we heard them say? What can we imagine them saying?</p> <div> <p>I Heard Event Management Is Creating a Beautiful Moment From THE PEOPLE</p> <p>Educate us about People and place.The value of community and What we hold our city, even Worldwide</p> </div>	<p>Thinks</p> <p>What are their wants, needs, hopes, and dreams? What other thoughts might influence their behavior?</p> <div> <p>Establishing your event budget is one of the importance of planning an event.Creating a solid budget enables you team to generate ideas within realistic parameters</p> <p>Thoughts are aim broken down into specific targets,to facilitate event delivery and evaluation</p> </div>
<p>Does</p> <p>What behavior have we observed? What can we imagine them doing?</p> <div> <p>*Flexibility *Listening Skills *Passion *Communication skills *Ability to keep calm under pressure</p> <p>which type Of event people are Imagine we Are put our best event Organaising</p> </div>	<p>Feels</p> <p>What are their fears, frustrations, and anxieties? What other feelings might influence their behavior?</p> <div> <p>*Weather and natural disasters *Strong competition *Rising COSTS *LACK of time</p> <p>An emotion is a feeling produced in response to life event. Emotions are caused by chemical changes in the brain that affect how the body feels</p> </div>