Ideation Phase
Empathize & Discover

Date :	18 March 2023
Team ID:	NM2023TMID26924
Project Name Project	A Comprehensive Analysis Of Financial Performance: Insights From A Leading Banks
Maximum Marks	5 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.

Reference:https://app.mural.co/invitation/mural/ssbdataanalyticsusingtableau3475/1678946369410?sender=u6f86f48fb7a471e2f2d40108&key=74ba55fc-1ce4-43af-a13d-96be3569eb

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.
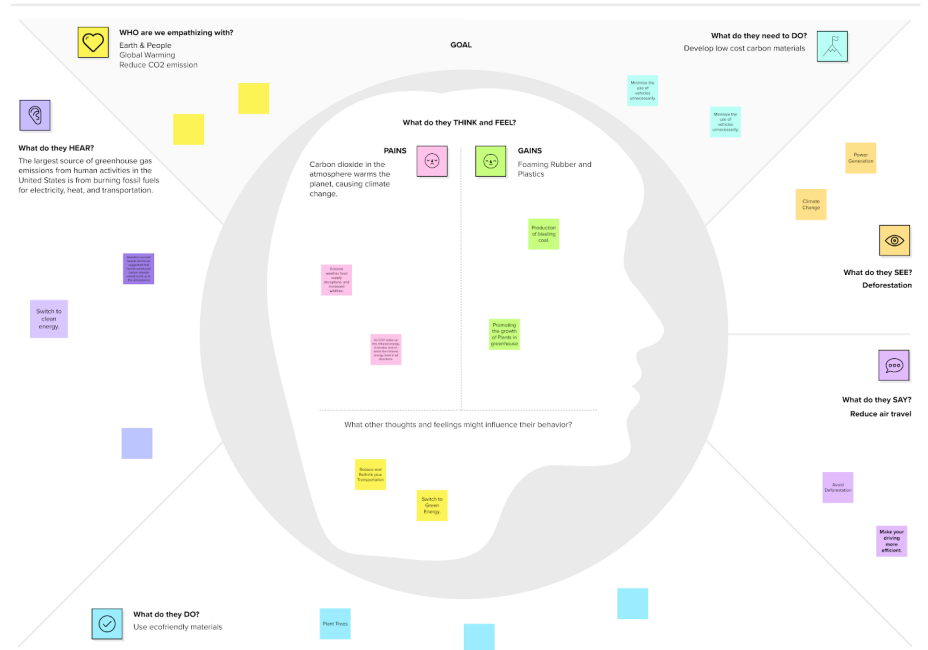
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Develop shared understanding and empathy

Global warming is one of the biggest challenges currently being faced by the human race. Due to human activities, the atmospheric concentration of carbon dioxide has been rising extensively since the Industrial Revolution and has now reached dangerous levels not seen in the last 3 million years.

WHO are we empathizing with?
Earth & People
Global Warming
Reduce CO2 emission

GOAL

What do they need to DO?
Develop low cost carbon materials

Minimize the use of vehicles unnecessarily

Minimize the use of vehicles unnecessarily

What do they HEAR?
The largest source of greenhouse gas emissions from human activities in the United States is from burning fossil fuels for electricity, heat, and transportation.

What do they THINK and FEEL?

PAINS
Carbon dioxide in the atmosphere warms the planet, causing climate change.

GAINS
Foaming Rubber and Plastics

Power Generation

Climate Change

Switch to clean energy.

Production of blasting coal.

Promoting the growth of Plants in greenhouse

What do they SEE?
Deforestation

What do they SAY?
Reduce air travel

What other thoughts and feelings might influence their behavior?

Reduce and Reform your Transportation

Switch to Green Energy

Avoid Deforestation

Make your driving more efficient

What do they DO?
Use ecofriendly materials

Plant Trees

Need some inspiration?
See a finished version of this template to kickstart your work.

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