


IdeationPhase Empathize & Discover

Date	19 March 2023
Team ID	NM2023TMID11763
Project Name	Project – A CRM Application for Schools/Colleges
Maximum Marks	5 Marks

Type your heading...
Template



Empathy map

Use this framework to develop a deep, shared understanding and empathy for other people. An empathy map helps describe the aspects of a user's experience, needs and pain points, to quickly understand your users' experience and mindset.

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Build empathy

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

A CRM Application for Schools/Colleges

Says

What have we heard them say?
What can we imagine them saying?

- learning software
- official communication
- official communication
- need back official records
- need to access study material
- online payment

Thinks

What are their wants, needs, hopes, and dreams? What other thoughts might influence their behavior?

- view course progress
- 24/7 access
- learning materials
- love the interface
- interactive learning
- discuss

Does

What behavior have we observed?
What can we imagine them doing?


Feels

What are their fears, frustrations, and anxieties? What other feelings might influence their behavior?

Need some inspiration?

See a finished version of this template to kickstart your work.

[Open example](#)



Empathy Map (A CRM Application for Schools/ Colleges)

IdeationPhase
Brainstorm & Idea Prioritization
Template

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Brainstorm & Idea Prioritization Template:


Brainstorming provides a free and open environment that encourages everyone within a team to participate in the creative thinking process that leads to problem solving. Prioritizing volume over value, out-of-the-box ideas are welcome and built upon, and all participants are encouraged to collaborate, helping each other develop a rich amount of creative solutions.

Use this template in your own brainstorming sessions so your team can unleash their imagination and start shaping concepts even if you're not sitting in the same room.

Reference: <https://www.mural.co/templates/empathy-map-canvas>

IdeationPhase

Step-1: Team Gathering, Collaboration and Select the Problem Statement



Brainstorm & idea prioritization

Use this template in your own brainstorming sessions so your team can unleash their imagination and start shaping concepts even if you're not sitting in the same room.

🕒 10 minutes to prepare
🕒 1 hour to collaborate
👤 2-8 people recommended

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➔ Before you collaborate

A little bit of preparation goes a long way with this session. Here's what you need to do to get going.

🕒 10 minutes

A Team gathering
Define who should participate in the session and send an invite. Share relevant information or pre-work ahead.

B Set the goal
Think about the problem you'll be focusing on solving in the brainstorming session.

C Learn how to use the facilitation tools
Use the Facilitation Superpowers to run a happy and productive session.

[Open article](#) ➔

1 Define your problem statement

What problem are you trying to solve? Frame your problem as a How Might We statement. This will be the focus of your brainstorm.

🕒 5 minutes

PROBLEM

How will the CRM Application for Schools Working? How can we improve the Application?

Key rules of brainstorming

To run a smooth and productive session

🗣️ Stay in topic.	💡 Encourage wild ideas.
⏸️ Defer judgment.	👂 Listen to others.
🗣️ Go for volume.	👁️ If possible, be visual.

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[Open example](#) ➔

Step-2: Brainstorm, Idea Listing and Grouping

2 Brainstorm

Write down any ideas that come to mind that address your problem statement.

10 minutes

TIP
You can select a sticky note and hit the pencil (pen) to switch to text to start drawing!

Monika G

Online registration

Admission and enrollment

Course Management

Gokila T

Student Monitoring

Assessment

Communication

Nithya C

Revenue management

Forecasting the academic achievement

Student Information

Kaveri C

Teachers Information

Salary Management

Transport Management

Ragavi K

Instant announcement

Schedule management

Grievances

3 Group ideas

Take turns sharing your ideas while clustering similar or related notes as you go. Once all sticky notes have been grouped, give each cluster a sentence-like label. If a cluster is bigger than six sticky notes, try and see if you can break it up into smaller sub-groups.

20 minutes

TIP
Add customisable tags to sticky notes to make it easier to find, browse, organize, and categorize important ideas as themes within your mural.

Working

- Add the students list.
- Add Schedules
- Create Dashboards
- Upload reports

Benefits

- Improve parents teacher relationship
- Save time
- Convenient
- Accessibility
- Interactive learning

Features

- User friendly
- Offline mode
- Personalization
- Live tutorials

Step-3: Idea Prioritization

4 Prioritize

Your team should all be on the same page about what's important moving forward. Place your ideas on this grid to determine which ideas are important and which are feasible.

20 minutes

Importance

Feasibility

TIP
Participants can use their thumbs to place a note on the grid. The facilitator can assist in the wall-to-wall, be sure to place the note in the right position.

Regardless of their importance, most ideas are more feasible than others (cost, time, effort, complexity, etc.)

5 After you collaborate

You can export the mural as an image or pdf to share with members of your company who might find it helpful.

Quick add-ons

- Share the mural**
Share a view link to the mural with stakeholders to keep them in the loop about the outcomes of the session.
- Export the mural**
Export a copy of the mural as a PNG or PDF to attach to emails, include in slides, or save in your drive.

Keep moving forward

- Strategy blueprint**
Define the components of a new idea or strategy.
[Open the template](#)
- Customer experience journey map**
Understand customer needs, motivations, and objectives for an experience.
[Open the template](#)
- Strengths, weaknesses, opportunities & threats**
Identify strengths, weaknesses, opportunities, and threats (SWOT) to develop a plan.
[Open the template](#)

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