Ideation Phase
Empathize & Discover

Date	19 September 2022
Team ID	PNT2022TMID53843
Project Name	DATA ANALYTICS FOR DHL LOGISTICS FACILITIES
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.

Agile teams in a variety of departments use empathy map canvases to better understand how to meet their customers' needs.Design teams use them to help understand the various reasons why a user might interact with the product so they can design a user-friendly experience.

Sales teams use them to learn who customers are at an individual level so they can help them invest in a product that suits their needs, rather than leading with a sales pitch that might be off-putting or not appropriately tailored to customers.

**To identify user needs and enhance the overall experience**

Good canvases rely on insights from actual users, which help provide an accurate picture of how they feel about their experience with the product. This provides insight into which features are accessed the most often and how they are used. And this knowledge empowers teams to make the improvements that most benefit the user and increase the product's value.

To learn what motivates users to buy

Revenue-driven design teams use an empathy map canvas to learn what factors most impact a user's decision to pay for the product or service. This can be particularly useful when teams want to push a new subscription plan and need to understand which features might prompt users to upgrade.

Understanding what users find the most valuable about the product can also help improve marketing efforts by making it easier to identify why users think it is worth the price.

Example:

Reference: https://www.mural.co/templates/empathy-map-canvas
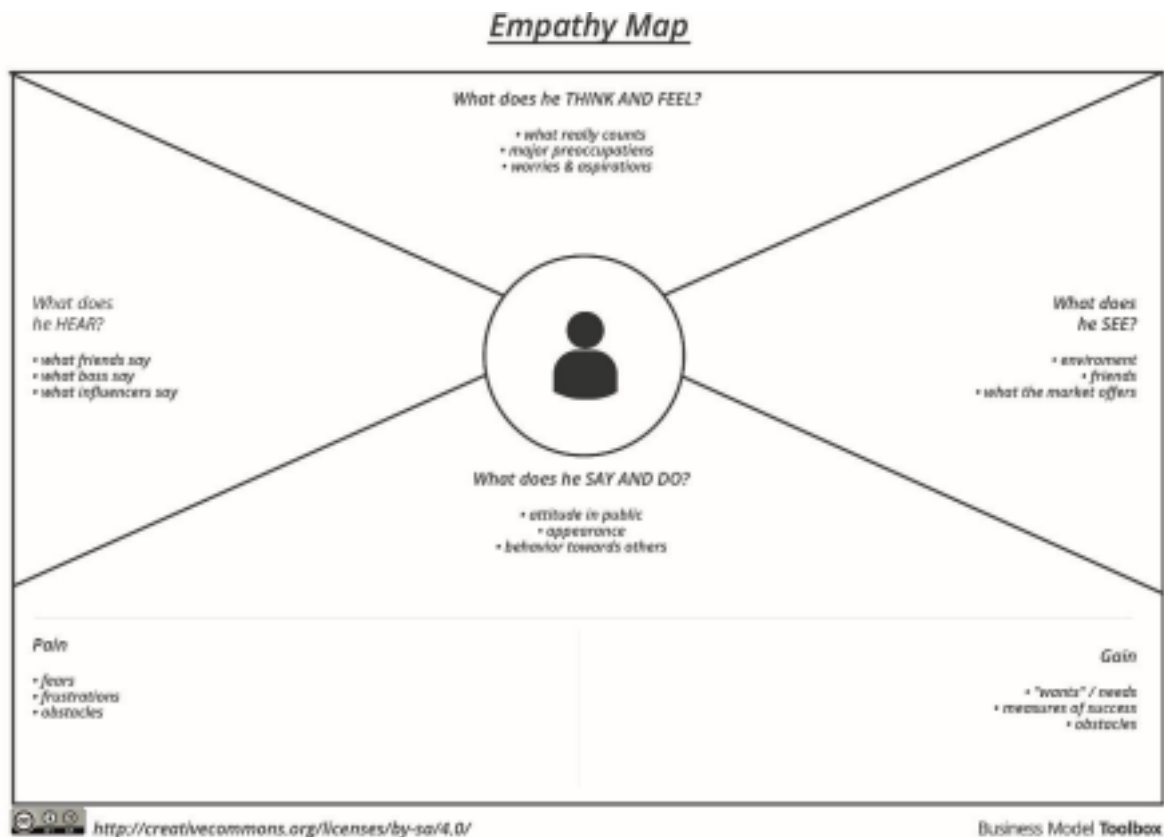
1. Create multiple personas

User bases are varied, consisting of many individuals who might have different reasons for using the platform. Relying on a single persona won't provide an accurate picture of who the average users are or what they need. MURAL allows you to create your own templates and easily duplicate them, which means you can create as many customized personas as you want. The more personas your team creates, the better picture they'll have of what the user base looks like.

2. Use a photo to help visualize the user

The center of the empathy map canvas template offers a space for a photo to represent the user persona, which helps team members identify with the user as an actual person. And MURAL helps fill this space by offering a variety of portrait options on its "image" tab, which allows users to search for the perfect photo to represent the user and bring the persona to life.

3. Edit instructions to better support your team

This template allows the board's creator to edit the outline to provide clear and tailored instructions that help team members brainstorm and answer key questions. For example, instructions might include guidance like, "List industry publications that have mentioned our brand," or prompts like, "What do users think about the platform's interface?"

Example: Food Ordering & Delivery Application

Think & Feel

- What this dish look like?
- Annoying
- Doesn't want frozen food
- What should I eat today?
- I'm hungry, but I don't have time to go downstairs
- Why don't they provide card payment

Hear

- There are many food selections
- Don't forget to prepare your cash
- It looks like.....

See

- Menu without food photos
- Only cash payment option
- Driver doesn't have enough changes
- Only cash payment option

Say & Do

- Go downstair to pick up food and pay the driver in cash
- Spend 30 mins scrolling and quit at the end
- Looking for food that matches interest
- I couldn't find food that I want
- I don't have enough cash with me right now

Pain

- Hard to find their food interests
- Uncomfortable paying cash
- Looking for food that matches interest

Gain

- Comfortable
- Accuracy