

IDEATION PHASE

EMPATHIZE & DISCOVER

Assignment Date	13 October 2022
Team ID	PNT2022TMID34565
Project Name	Project – Skill/Job Recommender Application
Maximum Marks	2 Marks

EMPATHY MAP CANVAS:

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

What do they THINK AND FEEL?

what really counts
major preoccupations
worries & aspirations

Excited
Nervous

Mental
Anxiety

Frustrated

Stressfull

Too many
results on
google

Fearness

What the
company
offers?

Working
environment
of the
company

Location
of the
company

List of
available
jobs

Company
details

Different
roles in
the
company

Different
skills
required
for the job

What do they SEE?

environment
friends
what the market offers

Experience
& work
ethics

Jobs that
are note
related to
my skills

Jobs based
on different
technology

Want a job
suitable for
my skills
and
education

Want a job
at a good
and reputed
company

Expecting
a highly
paying
job

Want a
position I
like

Preparing a
professional
resume

What do they SAY AND DO?

attitude in public
appearance
behavior towards others

spend most
of the time
searching
online

Ask a
friend or
family

Join tons
of groups
and
websites

Most wanted
skills to
get a job

Learn more
about the
companies

What do they HEAR?

what friends say
what boss say
what influencers say

What about
the pay?

What about
the
employee
welfare
schemes?

Is the
company
good
enough?

What is
your
experience?

How long
are you
working
in this
field?

Past
working
details

Skills and
Qualification
regarding
the job

Is the
Company
reputed?

What is the
scope of
growth if I
join the
company?

Is the
company
recognized
in the
business
field??

What will
be the rate
of
increment??

Can i get a
good job at
a reputed
company??

Are you
qualified?

Have you
ever worked
there
before?

Do you
think the
job is
good?

PAIN

fears
frustrations
obstacles

Lack of
communi-
cation

Too much
energy
wasted
searching

Unclear
career path

Spam
recruitments

Not a
skilled job
seeker

Job
insecurity

Environ-
mental
issues

GAIN

"wants" / needs
measures of success
obstacles

Self
manage-
ment

Got to know
more about
recruitments

Known
about
different
opportunity

Less Cost
& manual
work

Easy to
apply

Known
about
different
companies

Known
about
different
fields