

Ideation Phase

Empathize & Discover

Date	31 January 2025
Team ID	
Project Name	
Maximum Marks	4 Marks

Develop shared understanding and empathy

Summarize the data you have gathered related to the people that are impacted by your work. It will help you generate ideas, prioritize features, or discuss decisions.

GOAL

What do they HEAR?

What are they hearing others say?
What are they hearing from friends?
What are they hearing from colleagues?
What are they hearing second-hand?

WHO are we empathizing with?

Job seekers, career changers, and students preparing to apply for jobs or internships.

What do they THINK and FEEL?

PAINS

What are their fears, frustrations, and anxieties?

GAINS

What are their wants, needs, hopes, and dreams?

What do they need to DO?

What do they need to do differently?
What job(s) do they want or need to get done?
What decision(s) do they need to make?
How will we know they were successful?

What do they SEE?

What do they see in the marketplace?
What do they see in their immediate environment?
What do they see others saying and doing?
What are they watching and reading?

What do they SAY?

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

What do they DO?

What do they do today?
What behavior have we observed?
What can we imagine them doing?

What other thoughts and feelings might influence their behavior?

The diagram shows a three-stage process for the ideation phase. Stage 1 is a head profile with a single dot. Stage 2 is a head profile with multiple colored dots. Stage 3 is a head profile with many colored dots and lines connecting them, representing a more complex and interconnected set of ideas.