

# IDEATION PHASE

## EMPATHIZE AND DISCOVER

DATE	12 MAY 2023
TEAM ID	NM2023TMID01575
PROJECT NAME	PROJECT - A Reliable Energy Consumption Analysis System for Energy-Efficient Appliance
MAXIMUM MARKS	

### **EMPATHY MAP CANVA:-**

1. This tool is useful for helping us understand about the users.
2. Creating effective solution require understanding about users, their problem, the true problem, and the person who is experiencing it.

### **BRAINSTORMING:-**

1. The goal of brainstorming is to generate many ideas quickly, and “out-of-the-box” thinking can be encouraged.
2. The ideas are then discussed, merged, and refined.
3. The group eventually works to achieve a consensus on the final list or best approach to solve the problem.



## Empathy map

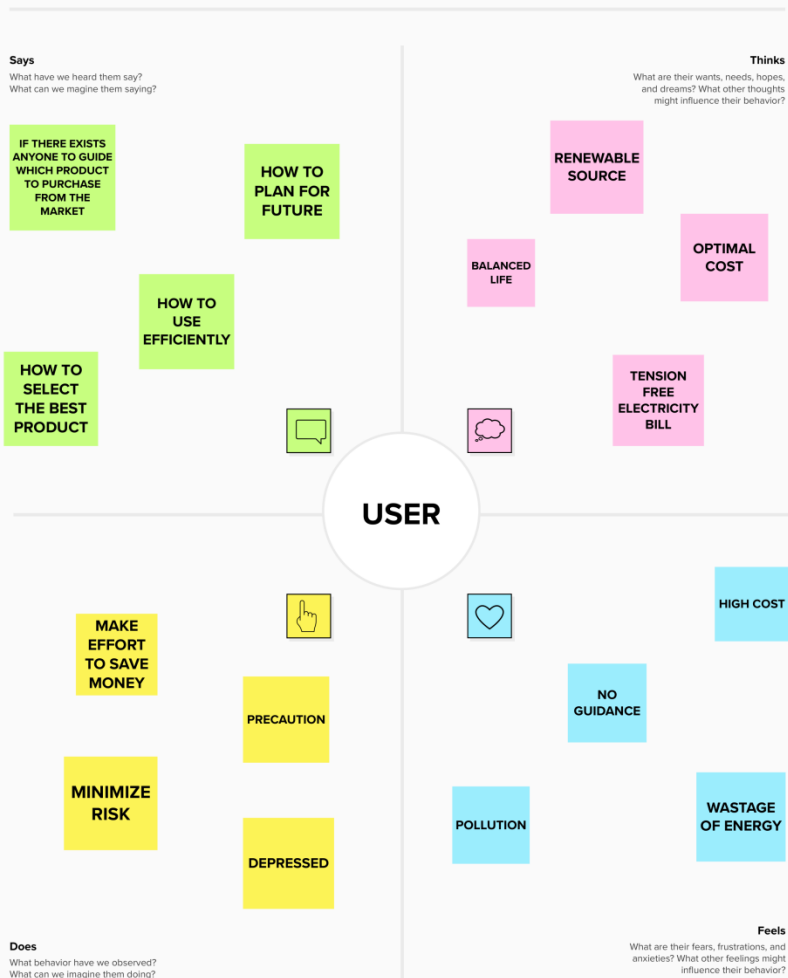
Use this framework to develop a deep, shared understanding and empathy for other people. An empathy map helps describe the aspects of a user's experience, needs and pain points, to quickly understand your users' experience and mindset.

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### Build empathy

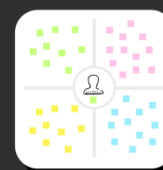
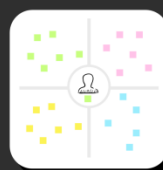
The information you add here should be representative of the observations and research you've done about your users.



#### Need some inspiration?

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

[Open example](#) →





## 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

💬 Share template feedback



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👉 Open example



### 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

IDENTIFY PATTERNS IN ENERGY  
USAGE AND MAKE  
RECOMMENDATIONS FOR WAYS  
TO REDUCE ENERGY WASTE AND  
IMPROVE EFFICIENCY



#### Key rules of brainstorming

To run an smooth and productive session



Stay in topic.



Encourage wild ideas.



Defer judgment.



Listen to others.



Go for volume.



If possible, be visual.

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 [switch to sketch] icon to start drawing!

3

## Gro

Take sticky notes bigger

🕒 20

### FIZA

Creating a model which will calculate the maximum income of the user and monthly expense to determine the cost effective way to use resources

Use less power adapting resources

Should provide the need for any appliances if it really required

### ADNAN

Alerting the user when the power usage is exceeded than the one day amount

Check and Control power when the appliance is Off.

### HAKEEM

Need for appliances is very necessary or not.

How to purchase which kind of product at the best efficient price and level of capacity it hold

### RASHMI

Minimize the use of energy by alternating the use of Appliances twice in a week.

List the method to produce solar way of electricity and use renewable source of energy sometimes

List  
pro  
or  
u  
so



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

Alerting the user  
when the power  
usage is  
exceeded than  
the one day  
amount

Creating a model  
which will calculate  
the maximum income  
of the user and  
monthly expense to  
determine the cost  
effective way to use  
resources

List the method to  
produce solar way  
of electricity and  
use renewable  
source of energy  
sometimes

Minimize the use  
of energy by  
alternating the  
use of  
Appliances twice  
in a week.

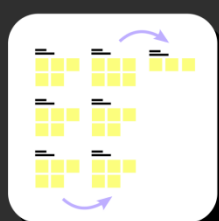
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Check and  
Control  
power when  
the appliance  
is Off.

Need for  
appliances is  
very  
necessary or  
not.

Use less  
power  
adapting  
resources

Should provide  
the need for  
any appliances  
if it really  
required



4

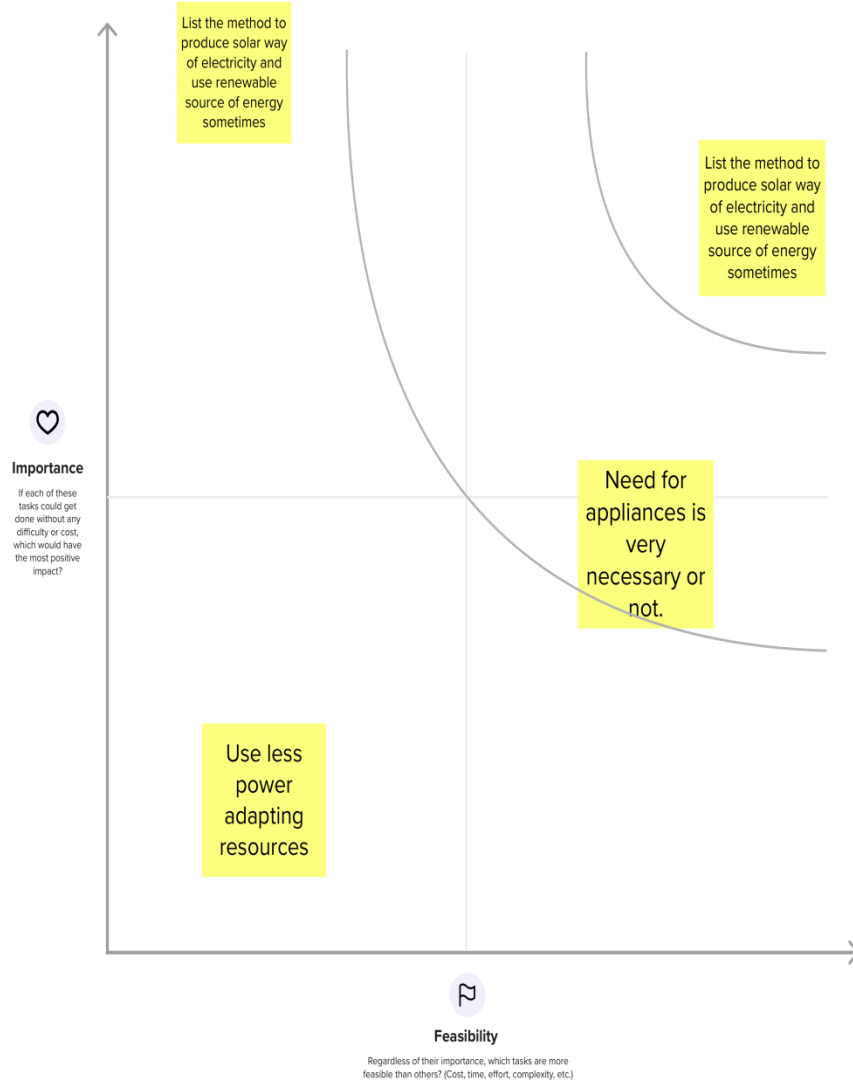
## Prioritize

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

### TIP

Participants can use their cursors to point at where sticky notes should go on the grid. The facilitator can confirm the spot by using the laser pointer holding the **H** key on the keyboard.



## 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 obstacles 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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