



Ideation Phase

Empathize & Discover

Date	30 October 2023
Team ID	NM2023TMID03071
Project Name	Analytics Tool for Placement

Empathy Map Canvas:

 Says What have we heard them say? What can we imagine them saying?	Thinks  What are their wants, needs, hopes, and dreams? What other thoughts might influence their behavior?
<p>Placement officer need a tool that simplifies candidate tracking and placement management.</p> <p>Recruiters want insights into candidate skills and qualifications quickly.</p> <p>Students want to find the best job opportunities that match their skills.</p> <p>Companies need a reliable tool to find the right talent for their organization</p>	<p>Placement officers want to make the placement process more efficient and data-driven.</p> <p>Recruiters need a tool that helps them identify the most suitable candidates for a particular role.</p> <p>Students need a tool that helps them discover relevant job openings easily.</p> <p>Companies want to optimize the recruitment process and onboard the best candidates.</p>
<p>Placement officers analyzes piles of resumes, schedules interviews, and manages multiple job postings simultaneously.</p> <p>Recruiters Reviews resumes, conducts initial screenings, and coordinates with hiring managers.</p> <p>Students Submits applications, attends interviews, and seeks guidance on career choices.</p> <p>Companies Posts job openings, evaluates candidates, and negotiates job offers.</p>	<p>Placement officers are overwhelmed by the volume of applications, concerned about finding the right match, and eager to streamline the process for better results.</p> <p>Recruiters feels pressured to find qualified candidates, frustrated by manual screening processes, and motivated to improve the efficiency of the hiring process.</p> <p>Students feels anxious about securing a job, hopeful for suitable opportunities, and determined to showcase their potential to employers.</p> <p>Companies feels frustrated by the lack of qualified applicants, keen to find the right fit for the organization, and motivated to streamline the hiring process for better business outcomes.</p>
 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?