

Ideation Phase

Empathize map

Date	22 September 2022
Team ID	PNT2022TMID07810
Project Name	IOT Based safety gadget for child safety monitoring and notification
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 help 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 goal to the empathy map.

4 elements of an empathy map

An empathy map has four quadrants that work together to get you into the mind of your end user. In addition to those four quadrants, you'll also describe your persona's pains and gains—or customer needs and expectations. The pains and gains will serve as a guide, while the remaining four elements help you explore a customer's life from their point of view.

Pains: What are the pain points in the user's life? What are their needs?

Gains: What are the user's expectations for meeting their needs?

Think and feel: What are the user's major worries and aspirations? What are their values? What preoccupies their mind?

Hear: Who are the user's main influences in their life?

See: What does the user see in their environment that influences them?

Say and do: What does the user say and do to meet their needs?

How to Use the Empathy Map for Children?

Empathy is a critical skill for children to develop, and it is also one of the hallmarks of emotional healing. Additionally, it is a great way to get them thinking about and understanding empathy for others. Here is how you can use it in the classroom or your home to help children develop empathy.

Example: Child safety requirement and application

