Ideation Phase
Empathize & Discover

Date	30 /10/2023
Team ID	NM2023TMID00335
Project Name	Empowering The Future: A Literacy Rate Analysis For A Better Future
Maximum Marks	4 Marks

Empathy Map Canvas:

As we embark on the journey to empower a brighter future through the analysis of literacy rates, it is essential to embrace the empathy map canvas, a tool that allows us to connect deeply with the individuals directly impacted by low literacy rates. Through this canvas, we gain insight into what they "say" – the concerns, challenges, and aspirations they express, providing a window into their daily lives. We explore what they "think" – their perceptions of literacy's significance and the hurdles they envision. We delve into what they "feel" – the emotions and self-esteem issues that low literacy often imposes. Moreover, we consider their "actions" – the steps they take or wish to take to overcome these challenges, as well as the barriers they encounter. Lastly, we identify their "pain points" and "gains," understanding the frustrations they endure and the rewards they hope to achieve, such as better opportunities, improved communication, and increased self-reliance.

Example: Empowering The Future: A Literacy Rate Analysis For A Better Future