# Ideation Phase Empathize & Discover

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Team ID	NM2023TMID14254
Project Name	Go No Queue-Rush Estimator for Corporate
	Cafeteria

## **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 helps 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 goals and challenges.



## **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.



### **Build empathy**

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

The estimator accurately predicted the wait time

# The location selection was

confusing

I couldnt find the no of services counters available



The estimator uses a simple atheatical formula to determine the rush level

The estimator considers both the no of customer ahead of me and the service speed



The estimator uses historical data to determine rush level

I wonder if the estimator taks into account realtime feedback from customers.

### CUSTOMER

Users actively use the estimator before visiting a location to plan their schedule.

Users rely on the estimator to take decisins about choosing a less busy time or location

What behavior have we observed? What can we imagine them doing?



Users interact with the estimator by inputting que length and service time information



Users feel frustrated when the wait time is significantly loner than the time they excepted

User feel relieved when the estimator acurately predicts a short wait time.

User might feel anxious about relying soley on the estimator and the potential for inaccuracies

(iii) Share template feedback