

## Ideation Phase

### Empathize & Discover

Date	04 November 2022
Team ID	PNT2022TMID27787
Project Name	Project – Smart Solutions for Railways
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 goals and challenges.

#### Example:



Reference: <https://www.mural.co/templates/empathy-map-canvas>

## SMART SOLUTIONS FOR RAILWAYS

**Smart Solutions for Railways**

Smart Solutions for railways is designed to reduced the work load of the user and also the use of paper.

**THINK and FEEL**

- What do they **THINK** and **FEEL**?
  - What are their fears, frustrations, and anxieties?

**DO**

- What do they **DO**?
  - What do they do today?
  - What behavior have we observed?
  - What can we imagine them doing?

**SEE**

- What do they **SEE**?
  - What do they see in their immediate environment?
  - What do they see others saying and doing?
  - What are they watching and reading?

**DOF**

- What do they need to **DOF**?
  - include in public appearance behavior toward other

**HEAR**

- What do they **HEAR**?
  - What are they hearing others say?
  - What are they hearing from friends?
  - What are they hearing from colleagues?
  - What are they hearing second hand?

**GOAL**

- STATUS OF THE TRAIN
- SHOW THE QR CODE TO TICKET CHECKER
- TRAIN AND RAILWAY SCHEDULE
- TIMING OF TRAIN
- EASY OF CHECKING THE STATUS
- TIME MANAGING
- CHANGE OF RAILWAYS SCHEDULE DUE TO WEATHER
- USAGE OF PAPER WILL BE AVOIDED
- TIME MANAGING
- BUSY RAILWAY
- RAILWAYS AND TRAIN SCHEDULE
- CHECK TICKET STATUS OR TRAIN STATUS
- TRACKING THE TRAIN ROUTE
- WORKING ON DELAY OF TRAIN ROUTE
- MORE RELIABLE
- PRIORITIZE SCHEDULE
- TIME MANAGING

**What they SEE?**

What do they see in their immediate environment?  
What do they see others saying and doing?  
What are they watching and reading?

**What they DO?**

What do they do today?  
What behavior have we observed?  
What can we imagine them doing?

**What they DOF?**

include in public appearance  
behavior toward other

**What they HEAR?**

What are they hearing others say?  
What are they hearing from friends?  
What are they hearing from colleagues?  
What are they hearing second hand?

**What do they THINK and FEEL?**

What are their fears, frustrations, and anxieties?

**GOAL**

STATUS OF THE TRAIN

SHOW THE QR CODE TO TICKET CHECKER

TRAIN AND RAILWAY SCHEDULE

TIMING OF TRAIN

EASY OF CHECKING THE STATUS

TIME MANAGING

CHANGE OF RAILWAYS SCHEDULE DUE TO WEATHER

USAGE OF PAPER WILL BE AVOIDED

TIME MANAGING

BUSY RAILWAY

RAILWAYS AND TRAIN SCHEDULE

CHECK TICKET STATUS OR TRAIN STATUS

TRACKING THE TRAIN ROUTE

WORKING ON DELAY OF TRAIN ROUTE

MORE RELIABLE

PRIORITIZE SCHEDULE

TIME MANAGING

## Template



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