Ideation Phase
Empathize & Discover

Date	19 September 2022
Team ID	PNT2022TMID18280
Project Name	A Novel Method for Handwritten Digit Recognition
Maximum Marks	4 Marks

Empathy Map:

Empathy Map

What do they **THINK AND FEEL?**
what really counts
major preoccupations
worries & aspirations
- Confused
- Hesitation to use
- Curious and excited

What do they **HEAR?**
what friends say
what boss say
what influencers say
- How does it work?
- Will the result be accurate?
- It may not give the expected result

What do they **SEE?**
environment
friends
what the market offers
- Refer different resources
- Looking for other efficient methods
- Mixed reviews

What do they **SAY AND DO?**
attitude in public
appearance
behavior towards others
- Listen to suggestions
- Explore more
- Observers similar applications

PAIN
fears
frustrations
obstacles
- Accuracy of prediction
- unaware about the environment
- New to use

GAIN
"wants" / needs
measures of success
obstacles
- Less effort
- Time efficient
- Accurate recognition