


# Ideation Phase

## Empathize & Discover


Date	19 September 2022
Team ID	PNT2022TMID21393
Project Name	Personal Assistance for Seniors Who Are Self-Reliant.
Maximum Marks	4 Marks

Template



### Empathy map canvas

Use this framework to empathize with a customer, user, or any person who is affected by a team's work. Document and discuss your observations and note your assumptions to gain more empathy for the people you serve.

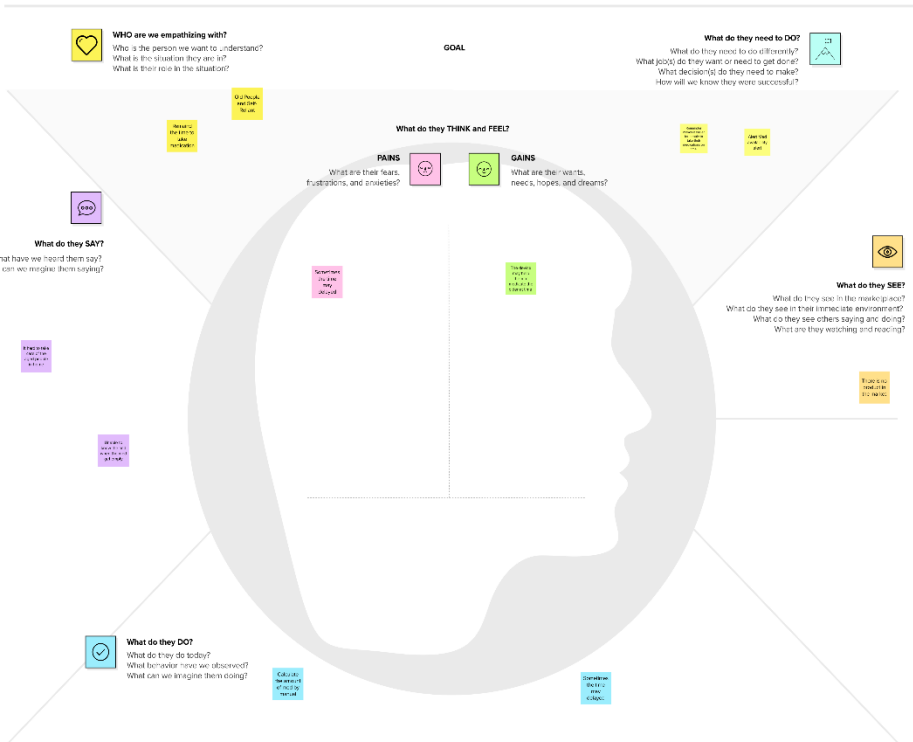
Originally created by Dave Gray at 

[Share template feedback](#)

**4**


#### Develop shared understanding and empathy

Summarize the data you have gathered related to the people that are impacted by your work. It will help you generate ideas, prioritize features, or discuss decisions.



The diagram shows a central profile of a person's head with various sections for notes:

- WHO are we empathizing with?** (Yellow box): Who is the person we want to understand? What is the situation they are in? What is their role in the situation?
- GOAL** (Yellow box): What do they need to do differently? What job(s) do they want or need to get done? What decision(s) do they need to make? How will we know they were successful?
- What do they THINK and FEEL?** (Pink box): What are their fears, frustrations, and anxieties? What are their wants, needs, hopes, and dreams?
- What do they SAY?** (Purple box): What have we heard them say? What can we imagine them saying?
- What do they DO?** (Blue box): What do they do today? What behavior have we observed? What can we imagine them doing?
- What do they SEE?** (Orange box): What do they see in their working world? What do they see in their immediate environment? What do they see others saying and doing? What are they working and reacting?



**Need some inspiration?**

See thousands of examples of this template in use from our work.

[Open example](#)

