Ideation Phase
Empathize & Discover

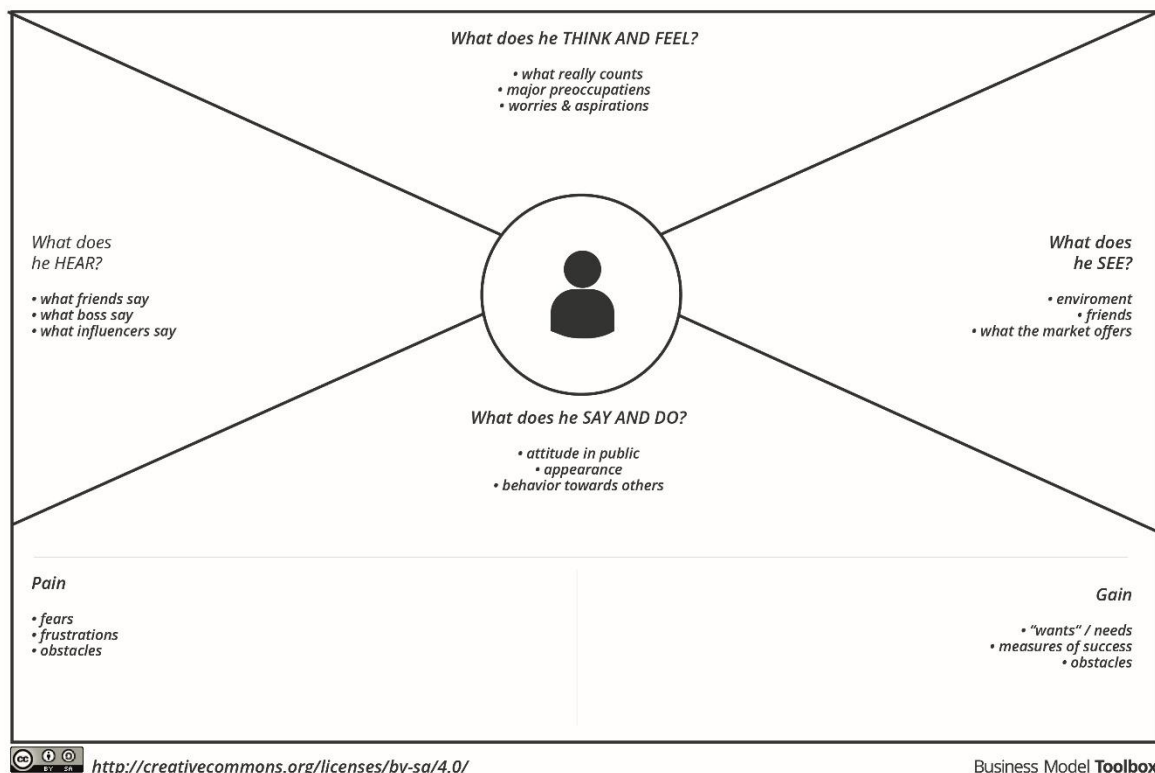|	
Date	19 September 2022
Team ID	PNT2022TMID17971
Project Name	Project – Traffic and Capacity Analytics in Major Ports
Maximum Marks	4 Marks

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 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.
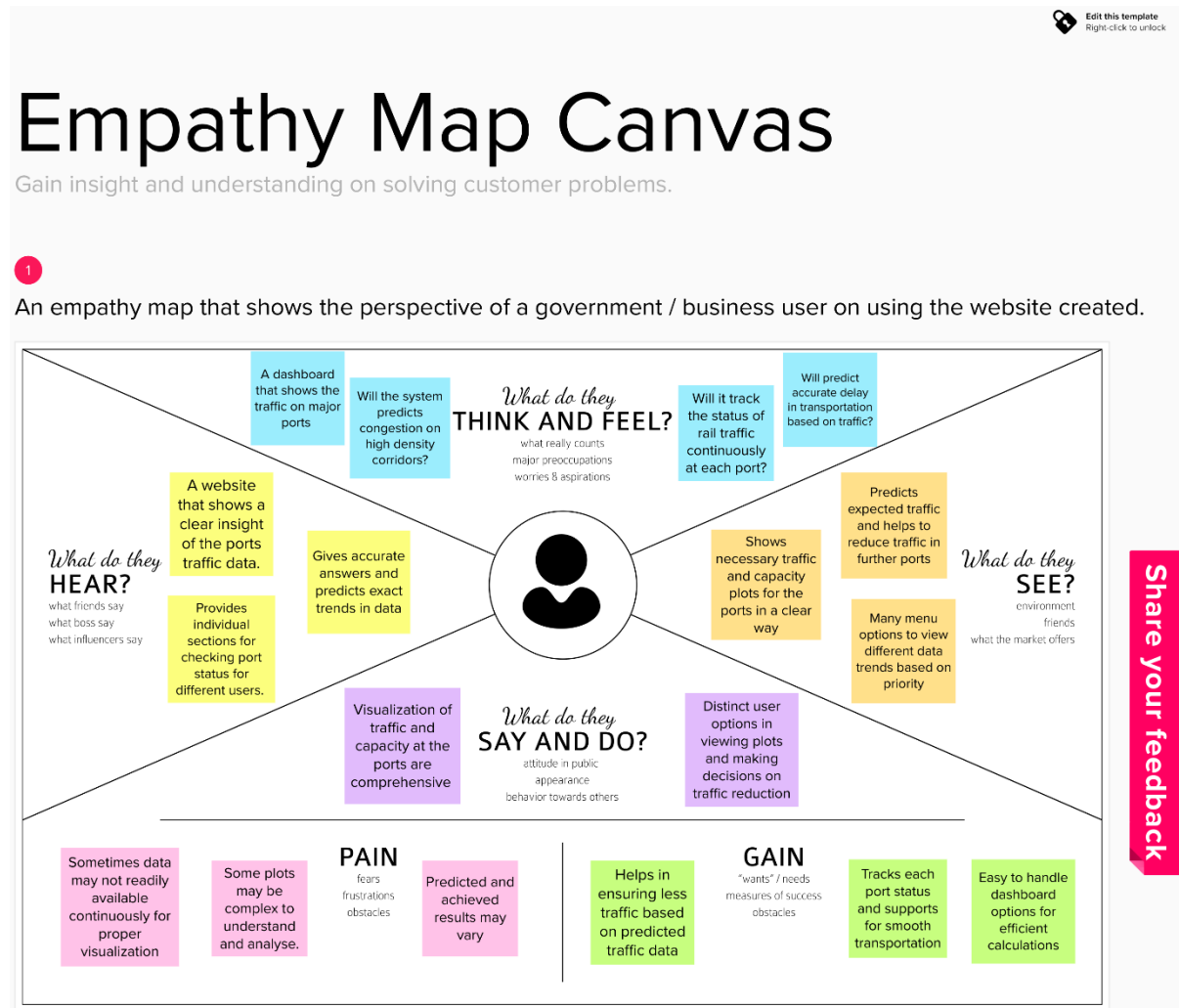
Example:

Empathy Map

What does he THINK AND FEEL?
• what really counts
• major preoccupatiens
• worries & aspirations

What does he HEAR?
• what friends say
• what boss say
• what influencers say

What does he SEE?
• enviroment
• friends
• what the market offers

What does he SAY AND DO?
• attitude in public
• appearance
• behavior towards others

Pain
• fears
• frustrations
• obstacles

Gain
• "wants" / needs
• measures of success
• obstacles

Business Model **Toolbox**

Empathy map for Traffic and Capacity Analysis for Major Ports

Reference:

https://app.mural.co/t/myibm3305/m/myibm3305/1664187850842/d3e25eee590cfa704ce80188273c52ded73abb53?sender=u3c25f2f55375bef945532088

Team Members:

M.P.Devi Prabha(9517201904034)   P.Gokila(9517201904042)

M.Kanchana(9517201904065)   P.Shri Subrajah(9517201904147)