

## Ideation phase

### Empathize & Discover

Date	19 September 2022
Team ID	PNT2022TMID21456
Project Name	Corporate Employee Attrition Analytics
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.

#### Reference:

<https://app.mural.co/invitation/mural/ibmnalaiyathiran7504/1666001318408?sender=u8743749174714473d36c4374&key=9c55b43b-6b05-41bb-8d5b-3b26>

# Corporate Employee Attrition Analytics

Template



## 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.

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### Build empathy

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

#### Says

what friends say  
what boss say  
what influencers say



Attrition Rate - (Number of Employees who have left their position within a given period / Average Number of Employees in the same given period) x 100

Employee compensation

You have a colleague or friend in the company who suggested you apply or mentioned they were hiring

Onboarding and orientation



Performance Bonus



Retirement plans

Corporate Discount

Ensure holistic evaluation of employees' need and motivation

#### Gain

"Want"/needs measures of success  
obstacles



Do's

#### Thinks and Feel?

what really counts major preoccupation worries and aspirations..



Salary Dissatisfaction

Prioritize a work-life balance



Employees feel most appreciated when you help them feel connected

Employees want to know what the future holds for their careers

The gap between managers and employees



unrealistic expectation of employee

Measures workforce stability

Achievement not realized

Hiring the wrong candidate

People terminated for behavioral basis

#### Pain

Fears frustrations obstacles



#### Need some inspiration?

See a finished version of this template to kickstart your work.

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