

Ideation Phase

Empathize & Discover

Date	29 September 2022
Team ID	IBM-Project-38206-1660374751
Project Name	Signs with Smart Connectivity for Better Road Safety
Maximum Marks	4 Marks

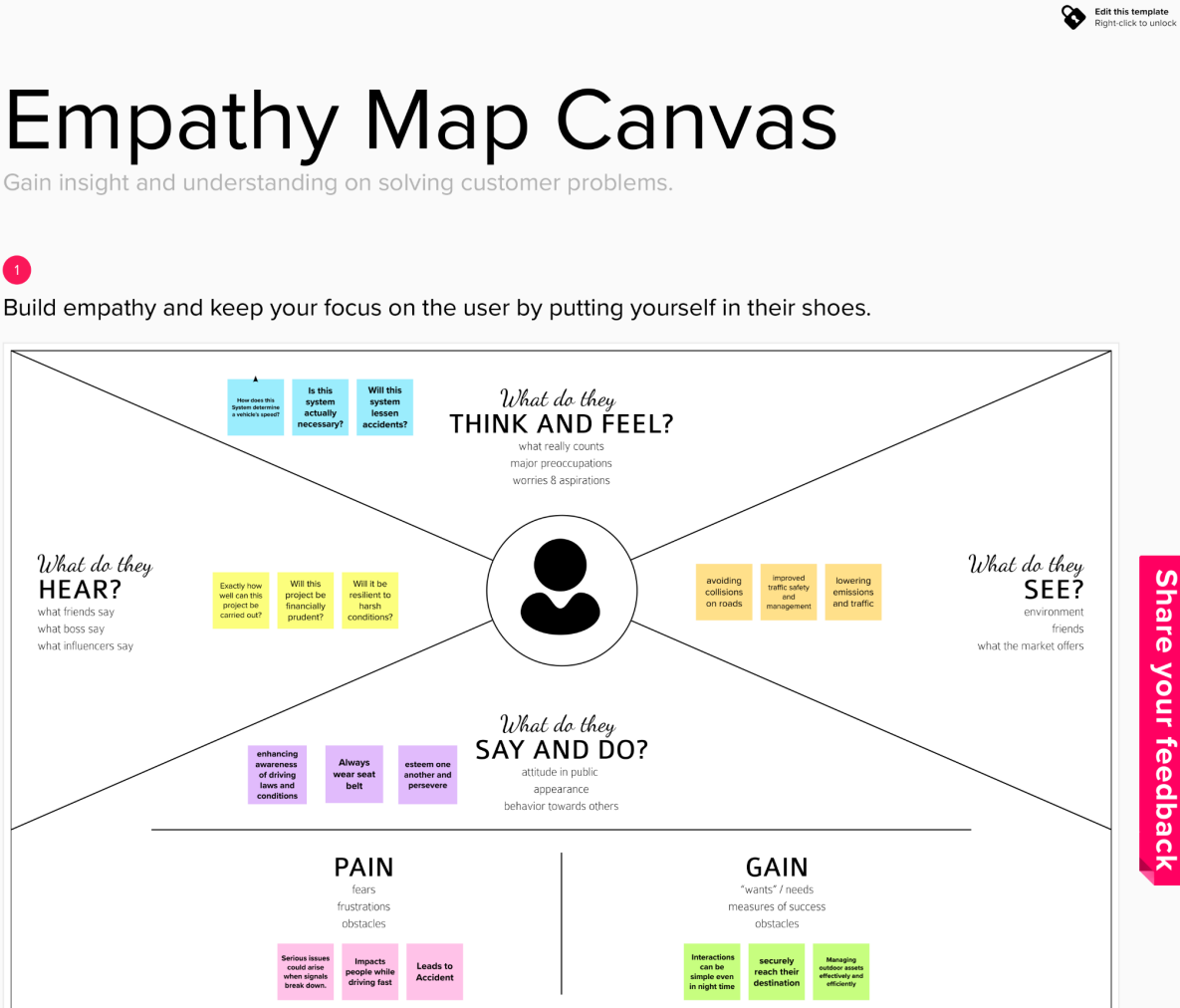
Empathy Map Canvas:

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.

Signs with Smart Connectivity for Better Road Safety:



Empathy Map Canvas
Gain insight and understanding on solving customer problems.

1 Build empathy and keep your focus on the user by putting yourself in their shoes.

What do they THINK AND FEEL?
what really counts
major preoccupations
worries & aspirations

What do they HEAR?
what friends say
what boss say
what influencers say

What do they SAY AND DO?
attitude in public
appearance
behavior towards others

What do they SEE?
environment
friends
what the market offers

PAIN
fears
frustrations
obstacles

GAIN
"wants" / needs
measures of success
obstacles

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