

Ideation Phase

Empathize & Discover

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Team ID	IBM-Project-41900-1660645895
Project Name	University Admit Eligibility Predictor
Maximum Marks	4 Marks

Empathy Map Canvas:

An empathy map is a simple, easy-to-digest visual that captures knowledge about a user's behaviors 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.

Empathy Map:



PAIN

- **Eligibility at A Good University**
- **Adequate Cut-Off Mark Problems**
- **Less Awareness about The Good Colleges**
- **Less Exposure towards career**

GAIN

- **Confident enough about the marks obtained**
- **Getting to know about good colleges**
- **Gain Eligibility to Join a Best College.**