

## IDEATION PHASE

### EMPHATHIZE & DISCOVER

Date	25 October 2022
Team ID	PNT2022TMID52437
Project Name	Project-Skill / Job Recommender Application
Maximum marks	4 Marks

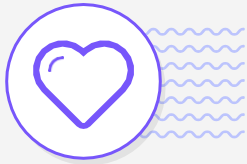
#### Empathy Map Canvas:

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



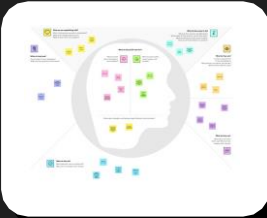
# Empathy map canvas

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



Need some inspiration?  
See a finished version of this template to kickstart your work.

Open example →



## 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.



What do they HEAR?  
What are they hearing others say?  
What are they hearing from friends?  
What are they hearing from colleagues?  
What are they hearing second-hand?

don't forget to finish our work

Mentors advice it's necessary

should support us

once it's created cannot be replaced

too scary to complete

WHO are we empathizing with?  
Who is the person we want to understand?  
What is the situation they are in?  
What is their role in the situation?

team lead and team member

face critical problems

team lead plays main role

GOAL



make good decisions while we wre in critical situation

completed our works successfully

What do they need to DO?  
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?



too many results on google search

others cooperating well

selective group of close friends that he trust their opinions

What do they SEE?  
What do they see in the marketplace?  
What do they see in their immediate environment?  
What do they see others saying and doing?  
What are they watching and reading?

lots of work on my desk very little time

What do they SAY?  
What have we heard them say?  
What can we magine them saying?

able to work more quickly

strong opinions and unafraid to make judgements



spend too much time searching online

want to make decisions

saves work and share with others

What do they DO?  
What do they do today?  
What behavior have we observed?  
What can we imagine them doing?

use google and sessions for doubted things



What other thoughts and feelings might influence their behaviors?

PAINS

What are their fears, frustrations, and anxieties?

impressive works by peers just as likely to make him doubt his own skills as its to inspire him

tough to assign tasks

lack of communication with the team member

GAINS

What are their wants, needs, hopes, and dreams?

gained a knowledge about the project

more time for personal choice

unity of work

new experiences, platform

support by the friends