Ideation Phase
Empathize &
Discover

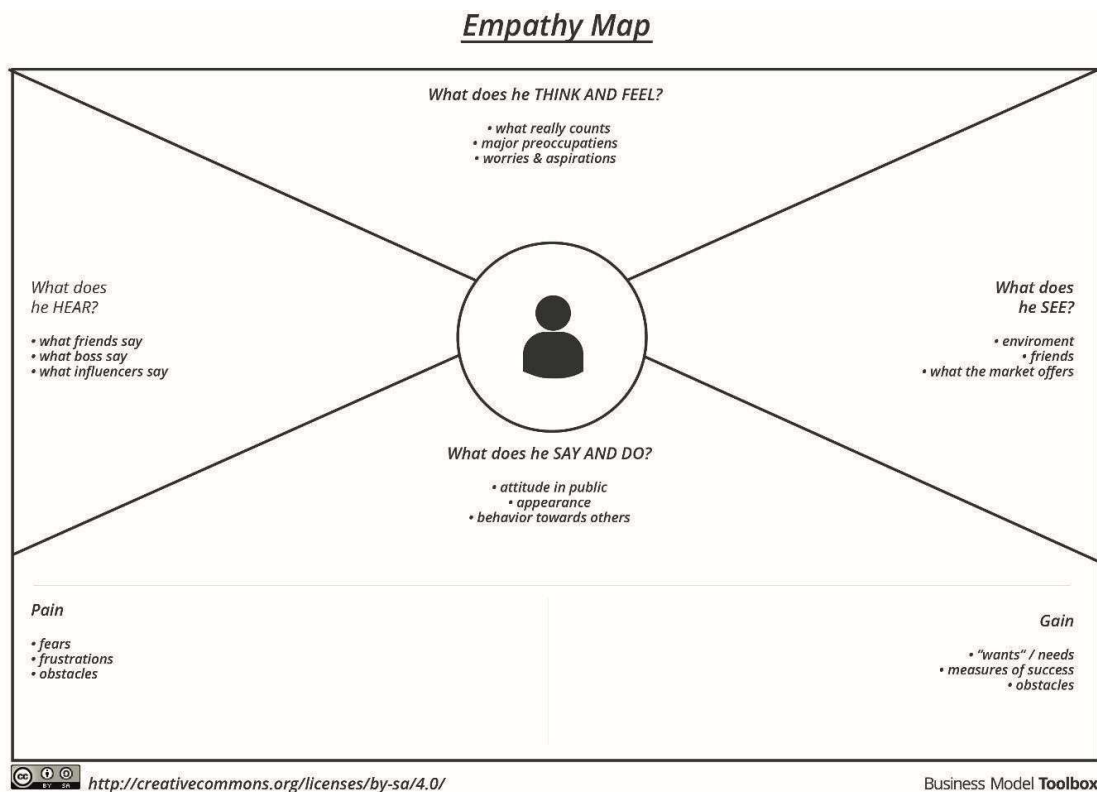| Team ID	PNT2022TMID42107
Project Name	Car Resale value Prediction
College Name	AVS College of Technology

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 preoccupations
• 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

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Business Model **Toolbox**

Reference: https://www.mural.co/templates/empathy-map-canvas

Example: Car Resale value Prediction

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

BUYERS REMORSE

UNSURE WHO TO TRUST

EXCITED

WHAT IS THE RIGHT DECISION?

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

WHAT FEATURES DO YOU WANT THE CAR TO HAVE?

WHAT IS YOUR BUDGET?

I REALLY RECOMMEND THIS CAR

DO YOU HAVE A PREFERENCE?

A LOT OF RESPONSIBILITY

What do they SEE?
environment
friends
what the market offers

REVIEWS OF PREVIOUS CAR OWNERS

A LOT OF OPTIONS TO CHOOSE FROM

DIFFERENT PRICE TAGS

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

CHECKS DIFFERENT WEBSITE

POSTPONE BIG DECISION

SUGGESTION

OBSERVES IN STORE

PAIN
fears
frustrations
obstacles

SETTING A RIGHT BUDGET

FIRST TIME DRIVING ALONE

DECISIONS

FIRST ACCIDENT

GAIN
"wants" / needs
measures of success
obstacles

SENSE OF RESPONSIBILITY

A NEW CAR