Ideation phase

Literature Survey
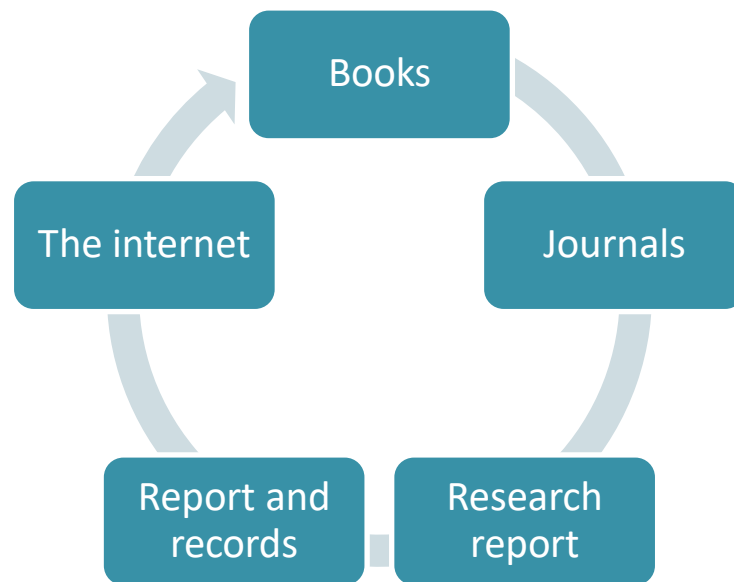
What is literature survey?

"A systematic and through search of all types of published literature as well as other sources including dissertation ,these in order to identify as many items as possible that are relevant to a particular topic".

Significance of literature survey:

- ✓ To discover what information exists in our topic of interest.
- ✓ To form a starting point for our own work.
- ✓ To give scholarly authority to our work.
- ✓ To make effective use of our time by focusing on appropriate resources.
- ✓ To avoid duplication.
- ✓ Literature survey is time consuming and cumbersome process.

Sources of literature:

- Books
- Journals
- Research report
- Report and records
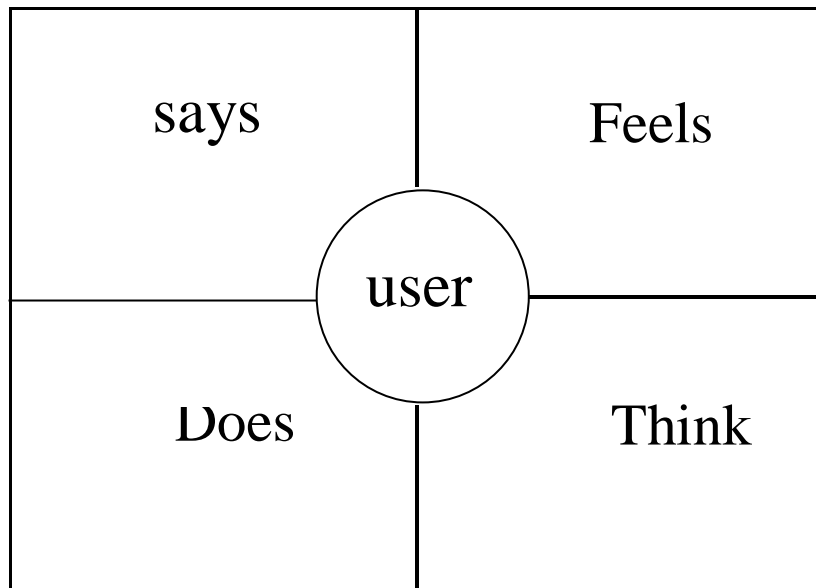- The internet

Empathy map

Define empathy

An empathy map is a collaborative tool teams can use to gain a deeper insight into their customers.Much like a user personal an empathy map can represent a group of users, such as a customer segment.The empathy map was originally created by Dave Gray and has gained much popularity within the agile community

Parts of Empathy Map

Traditional empathy maps are split into 4 quadrants

- Says
- Thinks
- Does
- Feels

With the user or persona in the middle.Empathy maps provide a glance into whoa user is as a whole and are not chronological or sequential

```
┌─────────────────┬─────────────────┐
│                 │                 │
│      says       │      Feels       │
│          ╭──────────╮             │
│          │   user   │             │
├──────────│          │─────────────┤
│          ╰──────────╯             │
│      Does       │      Think       │
│                 │                 │
└─────────────────┴─────────────────┘
```

Says

The says quadrant contains what the user says out loud in an interview orsome other usability study.Ideally,it contains verbatim and direct

Thinks

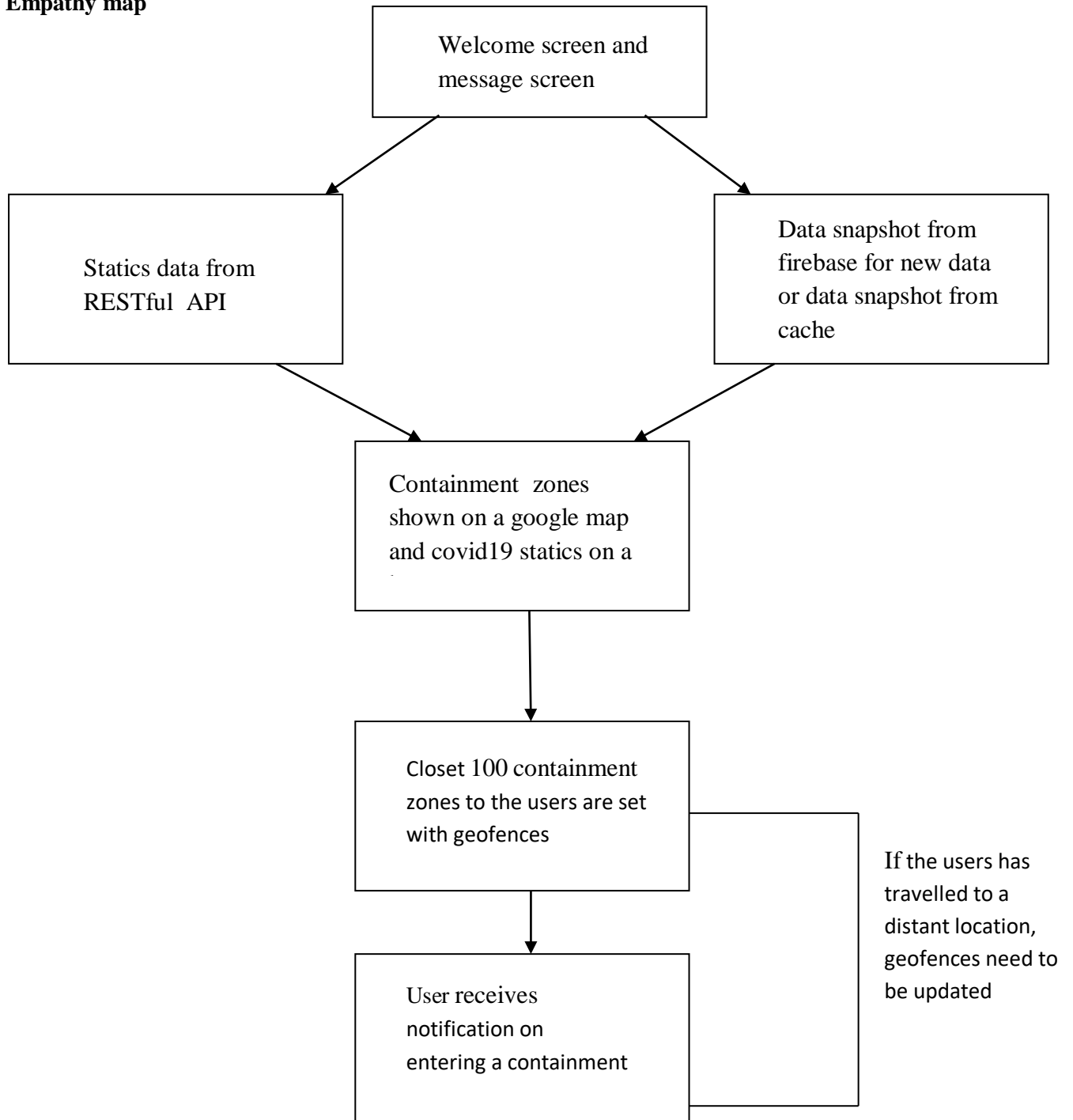The thinks quadrant captures what the user is thinking throughout theexperience.

Does

The does quadrant enclose the actions the user takes.

Feels

The feels quadrant is the user's emotional state often represented as anadjective plus a short sentence for context.

Empathy map

Welcome screen and message screen

Statics data from RESTful API

Data snapshot from firebase for new data or data snapshot from cache

Containment zones shown on a google map and covid19 statics on a

Closet 100 containment zones to the users are set with geofences

User receives notification on entering a containment

If the users has travelled to a distant location, geofences need to be updated

IDEATION

What is ideation?

Ideation is the creating process of generating, developing and communicating new ideas, where an idea is understood as a basic element of thought that can be either visual concrete or abstract. Ideation comprises all stages of a thought cycle from innovation, to development to actualization.

Ideation techniques:

- Brainstorming
- Prototype
- Mind map
- Sketching
- Brain writing
- Story board
- Synectics

These are all the some ideation techniques.

Steps for ideation

1. Find your problem.
2. Charter to define your problem and objectives.
3. Research to find stimulus.
4. Utilize ideation methods.
5. Objectively screen and score your ideas.

5 stage process:

Empathize	→	Define	→	Ideate	→	prototype	→	test