

# Ideation Phase Empathize & Discover

Date	25 October 2022
Team ID	PNT2022TMID45560
Project Name	Smart solutions for Railways systems
Maximum Marks	4 Marks

Template



## 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 et al.



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

improve the passengers experience

Goods tracking  
Details via text messages  
junction by junction

introducing fire alarm in train



**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?

develop the safety and security for passenger

train ticket booking system using QR code



**PAINS**  
What are their fears, frustrations, and anxieties?

every day monitoring

inflexibility

budget of project



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

enhance safety

speed up the train movement

improve the transportation

**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?



surveillance and video analytics

improve tracking and track condition monitoring



introduce railways e-bussiness

**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?



e-ticketing service and App based system

high-quality maintenance planning

implement the identifying barriers in track with using WSN

introducing online order food facility in railways via mobile

Provide WLAN for passengers for limited usage



**What do they DO?**  
What do they do today?  
What behavior?  
What can we fix?



app

## **Ideation Phase Empathize & Discover**

### **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.