

## Ideation Phase

### Empathize & Discover

Date	25 October 2022
Team ID	PNT2022TMID37606
Project Name	Skill and Job Recommender
Maximum Marks	4 Marks

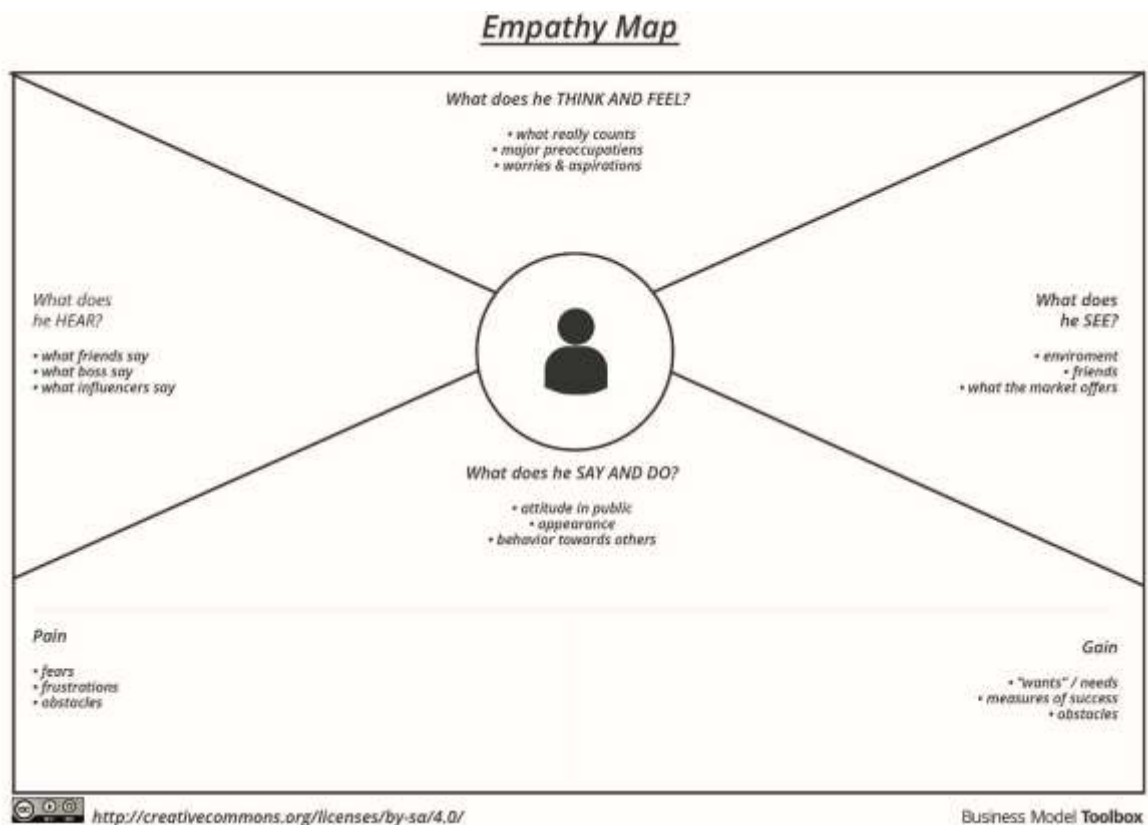
#### Empathy Map Canvas:

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 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.

#### Example:



## SKILL AND JOB RECOMMENDER



### Build empathy

The information you add here should be representative of the observations and research you've done about your users.

#### Says

What have we heard them say?  
What can we imagine them saying?

Finding a job  
couldn't  
have been  
easier

Work from  
home job  
options

Discover  
jobs by top  
companies

1000+ job  
types

#### Thinks

What are their wants, needs, hopes,  
and dreams? What other thoughts  
might influence their behavior?

Working hours  
communication  
facility

Find the  
trending job

Get verified  
jobs

Build an  
enriched  
profile to  
attract better  
jobs

Track your  
jobs in one  
place

Give them a name and  
a portrait to empathize  
with your persona.

Unnamed area

Unname...

Does good  
communication  
skills  
necessary?

Enhance your  
skills and  
learn  
something  
new

Quick and  
easy apply  
on the go

Get  
Interview tip

will job  
experience  
leads to  
salary hike?

Skills  
recommended  
for your dream  
job?

Follow  
career  
advice

Standout  
among other  
job seekers