

Ideation Phase

Empathize & Discover

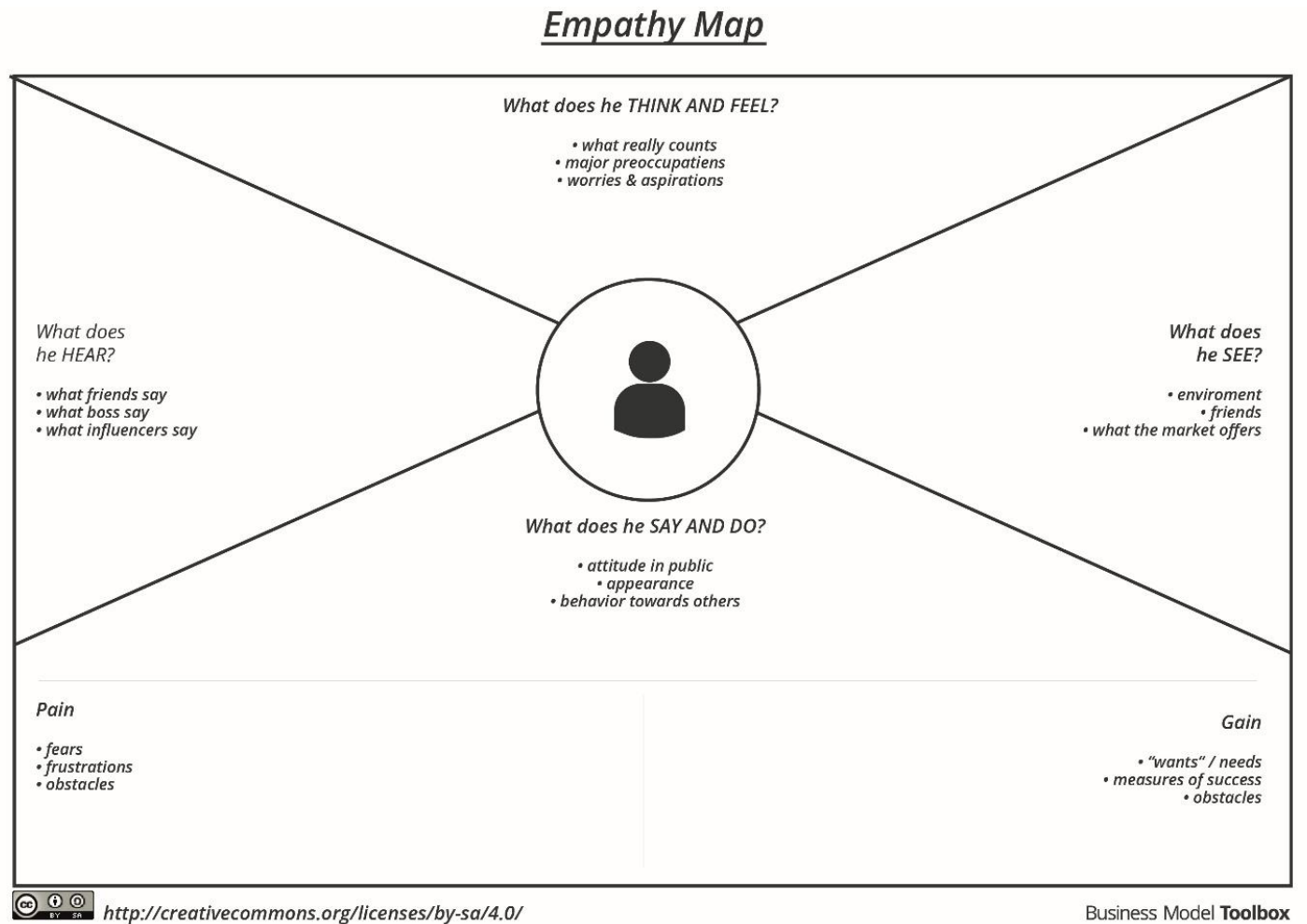
Date	4 October 2022
Team ID	PNT2022TMID12009
Project Name	Project - University Admit Eligibility Predictor
Maximum Marks	4 Marks

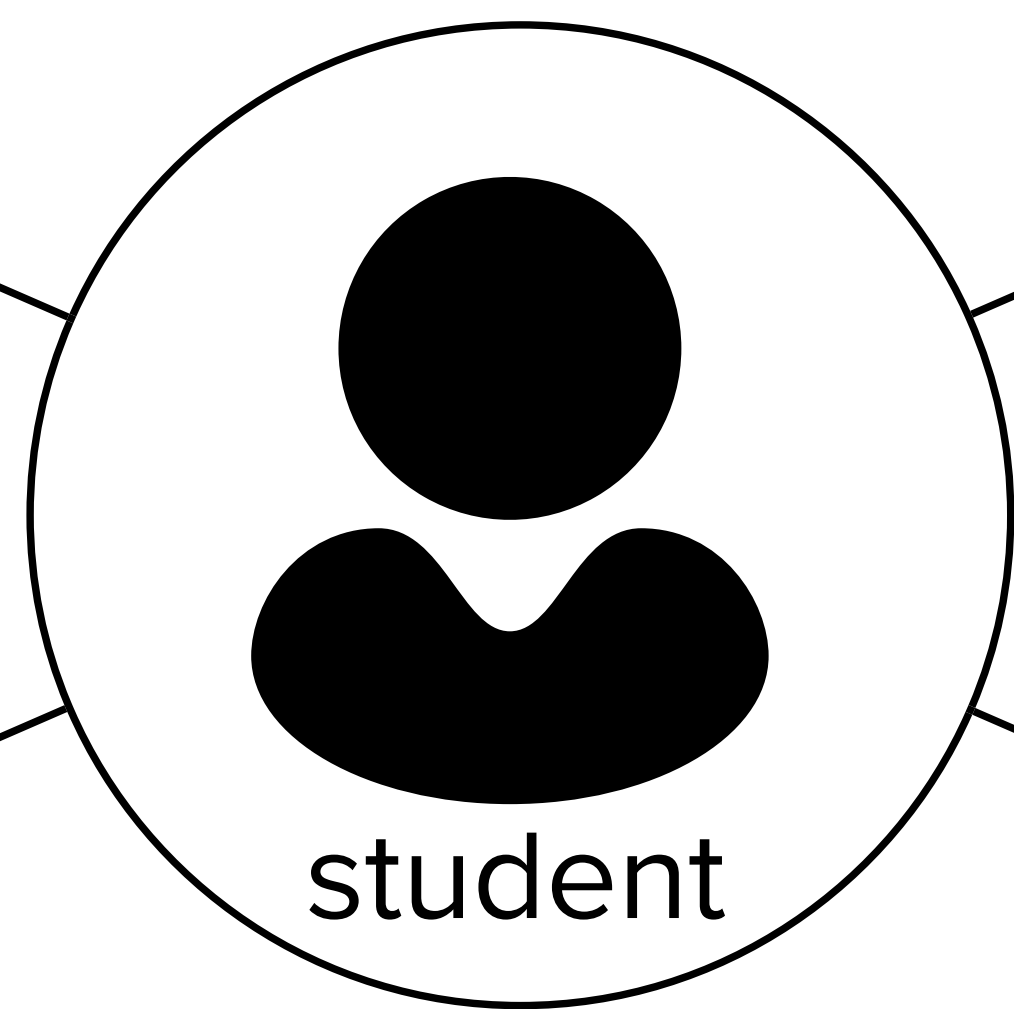
Empathy Map Canvas:

- 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.

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

Example:





What do they THINK AND FEEL?

what really counts
major preoccupations
worries & aspirations

am I eligible
for the top
universities?

ratings of
the
university

is this
university
offers the
desired
course?

whether the
grades are
enough to get
admitted to their
desired
university

worrying about
chances of
getting admitted
to universities

realize
where they
stand

transparency
and
openness

results with
statistical
graphs and
bars

What do they SEE?

environment
friends
what the market offers

user friendly
interface

What do they SAY AND DO?

attitude in public
appearance
behavior towards others

filter
universities
based on
the ranking

checks minimum
scores
percentage that a
particular
university gives
admit

are my
scores not
enough?

can i trust
the results?

it doesn't
work,
university
admit cannot
be predicted

The results
are not
absolutely
true

What do they HEAR?

what friends say
what boss say
what influencers say

gives an idea
of number of
universities
that he/she
can get in

gives
comparison
between
requirement and
where you stand

PAIN

fears
frustrations
obstacles

only eligible
for low tier
universities

what to do if
I'm not
qualified for
my desired
university

what
happens if
the results
become false

GAIN

"wants" / needs
measures of success
obstacles

scores are
enough to
get into good
university

realize where
they are and how
much effort is
needed to get
admitted in their
dream university

becomes
highly eligible
for desired
university