<div align="center">

Ideation Phase
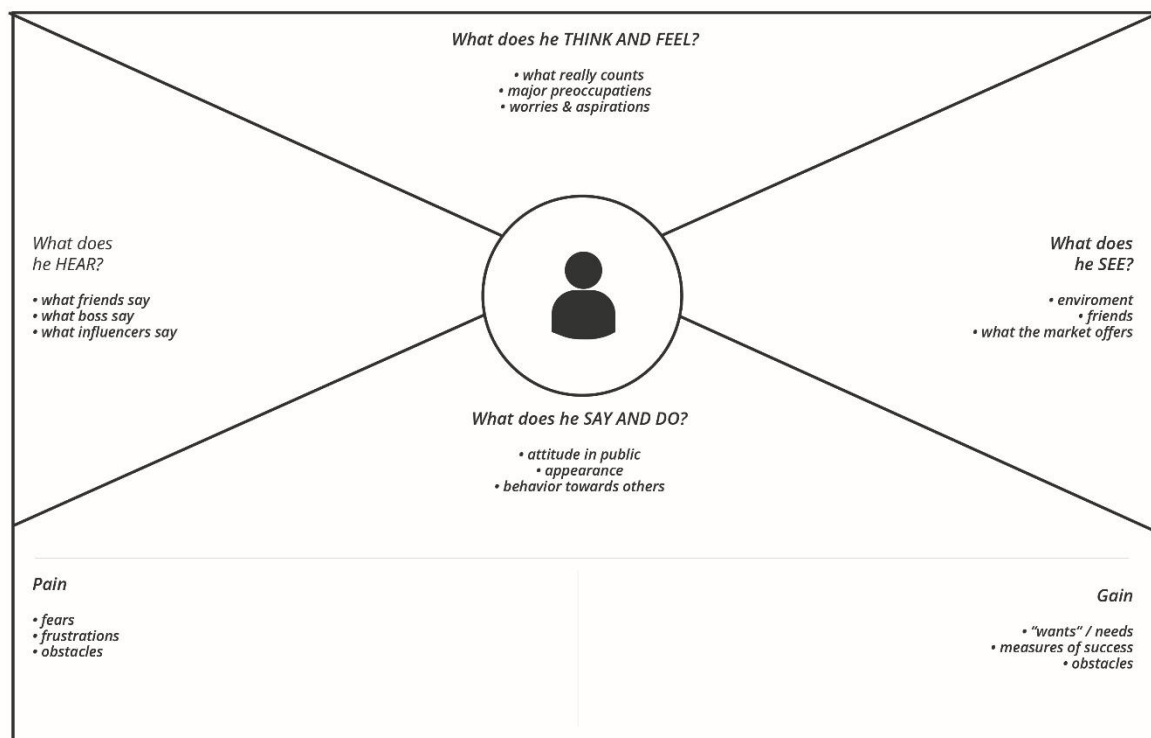**Empathize & Discover**

</div>

Date	19 September 2022
Team ID	PNT2022TMID43285
Project Name	IoT Based Safety Gadget for Child Safety Monitoring and Notification
Maximum Marks	4 Marks

Empathy Map Canvas:

An empathy map canvas is a more in-depth version of the original empathy map, which helps identify and describe the user's needs and pain points. And this is valuable information for improving the user experience.

Teams rely on user insights to map out what is important to their target audience, what influences them, and how they present themselves. This information is then used to create personas that help teams visualize users and empathize with them as individuals, rather than just as a vague marketing demographic or account number.

Empathy Map

What does he THINK AND FEEL?
• what really counts
• major preoccupatiens
• 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

Business Model **Toolbox**

Food Ordering& Delivery Application

Think & Feel

What this dish look like?

Annoying

Doesn't want frozen food

What should I eat today?

I'm hungry, but I don't have time to go downstairs

Why don't they provide card payment

Hear

There are many food selections

Don't forget to prepare your cash

It looks like......

See

Menu without food photos

Only cash payment option

Driver doesn't have enough changes

Only cash payment option

Say & Do

Go downstair to pick up food and pay the driver in cash

Spend 30 mins scolling and quit at the end

Looking for food that matches interest

I couldn't find food that I want

I don't have enough cash with me right now

Pain

Hard to find their food interests

Uncomfortable paying cash

Looking for food that matches interest

Gain

Comfortable

Accuracy