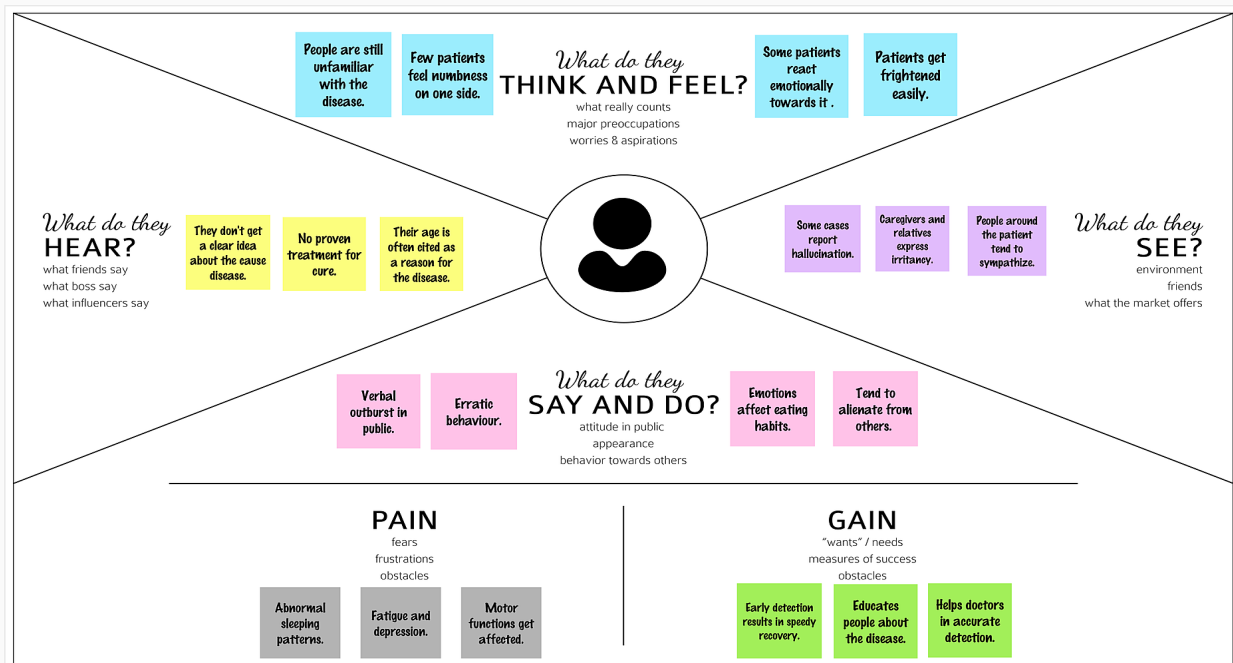


# Empathy Map Canvas

Gain insight and understanding on solving customer problems.

1

Build empathy and keep your focus on the user by putting yourself in their shoes.



Share your feedback

**Date:** 17/9/2022

**Activity:** Empathy Map Canvas

**Tasks:**

**Anu Rekha:** What do they say and do?

**Gayathiri Anarmee:** What do they think and feel?

**Hartika:** Pain and Gain.

**Kirubasini:** What do they hear?

**Megala:** What do they see?

## Brainstorm & idea prioritization

Use this template in your own brainstorming sessions or your team. Our process has negotiation and sorting stages, so you can meet if you're not sitting in the same room.

0 Minutes to create  
2 Minutes to complete

### Before you collaborate

A facilitator prepares ideas to bring up with the session. Here's what you need to do to get going.

0 Minutes

- 1. **Team setting**  
Make sure everyone gets the same set of cards. Also, have everyone know how to use them.
- 2. **Bring up**  
Have your facilitator bring up the ideas in a way that encourages everyone to bring up their own.
- 3. **Sort and prioritize**  
Use the cards to sort and prioritize ideas. Use the cards to sort and prioritize ideas.

0 Minutes

### Deliver your problem statement

Write a problem statement on the cards. Then your problem as a whole. This will be the focus of your session.

0 Minutes

**Problem**

Problem statement: **How can we improve the way we work?**

**Key value of the problem**

Key value of the problem: **How can we improve the way we work?**

0 Minutes

### Brainstorm

Brainstorm ideas to solve the problem. Write them on the cards.

0 Minutes

Key idea	Key idea	Key idea	Key idea
Key idea 1	Key idea 2	Key idea 3	Key idea 4
Key idea 5	Key idea 6	Key idea 7	Key idea 8
Key idea 9	Key idea 10	Key idea 11	Key idea 12
Key idea 13	Key idea 14	Key idea 15	Key idea 16
Key idea 17	Key idea 18	Key idea 19	Key idea 20
Key idea 21	Key idea 22	Key idea 23	Key idea 24
Key idea 25	Key idea 26	Key idea 27	Key idea 28
Key idea 29	Key idea 30	Key idea 31	Key idea 32
Key idea 33	Key idea 34	Key idea 35	Key idea 36
Key idea 37	Key idea 38	Key idea 39	Key idea 40
Key idea 41	Key idea 42	Key idea 43	Key idea 44
Key idea 45	Key idea 46	Key idea 47	Key idea 48
Key idea 49	Key idea 50	Key idea 51	Key idea 52
Key idea 53	Key idea 54	Key idea 55	Key idea 56
Key idea 57	Key idea 58	Key idea 59	Key idea 60
Key idea 61	Key idea 62	Key idea 63	Key idea 64
Key idea 65	Key idea 66	Key idea 67	Key idea 68
Key idea 69	Key idea 70	Key idea 71	Key idea 72
Key idea 73	Key idea 74	Key idea 75	Key idea 76
Key idea 77	Key idea 78	Key idea 79	Key idea 80
Key idea 81	Key idea 82	Key idea 83	Key idea 84
Key idea 85	Key idea 86	Key idea 87	Key idea 88
Key idea 89	Key idea 90	Key idea 91	Key idea 92
Key idea 93	Key idea 94	Key idea 95	Key idea 96
Key idea 97	Key idea 98	Key idea 99	Key idea 100

0 Minutes

### Group ideas

Take your ideas and group them into clusters. Write them on the cards.

0 Minutes

**Group**

Group 1: **Key idea 1, Key idea 2, Key idea 3, Key idea 4, Key idea 5, Key idea 6, Key idea 7, Key idea 8, Key idea 9, Key idea 10, Key idea 11, Key idea 12, Key idea 13, Key idea 14, Key idea 15, Key idea 16, Key idea 17, Key idea 18, Key idea 19, Key idea 20, Key idea 21, Key idea 22, Key idea 23, Key idea 24, Key idea 25, Key idea 26, Key idea 27, Key idea 28, Key idea 29, Key idea 30, Key idea 31, Key idea 32, Key idea 33, Key idea 34, Key idea 35, Key idea 36, Key idea 37, Key idea 38, Key idea 39, Key idea 40, Key idea 41, Key idea 42, Key idea 43, Key idea 44, Key idea 45, Key idea 46, Key idea 47, Key idea 48, Key idea 49, Key idea 50, Key idea 51, Key idea 52, Key idea 53, Key idea 54, Key idea 55, Key idea 56, Key idea 57, Key idea 58, Key idea 59, Key idea 60, Key idea 61, Key idea 62, Key idea 63, Key idea 64, Key idea 65, Key idea 66, Key idea 67, Key idea 68, Key idea 69, Key idea 70, Key idea 71, Key idea 72, Key idea 73, Key idea 74, Key idea 75, Key idea 76, Key idea 77, Key idea 78, Key idea 79, Key idea 80, Key idea 81, Key idea 82, Key idea 83, Key idea 84, Key idea 85, Key idea 86, Key idea 87, Key idea 88, Key idea 89, Key idea 90, Key idea 91, Key idea 92, Key idea 93, Key idea 94, Key idea 95, Key idea 96, Key idea 97, Key idea 98, Key idea 99, Key idea 100.**

0 Minutes

### Prioritize

Take your ideas and group them into clusters. Write them on the cards.

0 Minutes

**Prioritize**

Prioritize 1: **Key idea 1, Key idea 2, Key idea 3, Key idea 4, Key idea 5, Key idea 6, Key idea 7, Key idea 8, Key idea 9, Key idea 10, Key idea 11, Key idea 12, Key idea 13, Key idea 14, Key idea 15, Key idea 16, Key idea 17, Key idea 18, Key idea 19, Key idea 20, Key idea 21, Key idea 22, Key idea 23, Key idea 24, Key idea 25, Key idea 26, Key idea 27, Key idea 28, Key idea 29, Key idea 30, Key idea 31, Key idea 32, Key idea 33, Key idea 34, Key idea 35, Key idea 36, Key idea 37, Key idea 38, Key idea 39, Key idea 40, Key idea 41, Key idea 42, Key idea 43, Key idea 44, Key idea 45, Key idea 46, Key idea 47, Key idea 48, Key idea 49, Key idea 50, Key idea 51, Key idea 52, Key idea 53, Key idea 54, Key idea 55, Key idea 56, Key idea 57, Key idea 58, Key idea 59, Key idea 60, Key idea 61, Key idea 62, Key idea 63, Key idea 64, Key idea 65, Key idea 66, Key idea 67, Key idea 68, Key idea 69, Key idea 70, Key idea 71, Key idea 72, Key idea 73, Key idea 74, Key idea 75, Key idea 76, Key idea 77, Key idea 78, Key idea 79, Key idea 80, Key idea 81, Key idea 82, Key idea 83, Key idea 84, Key idea 85, Key idea 86, Key idea 87, Key idea 88, Key idea 89, Key idea 90, Key idea 91, Key idea 92, Key idea 93, Key idea 94, Key idea 95, Key idea 96, Key idea 97, Key idea 98, Key idea 99, Key idea 100.**

0 Minutes

### After you collaborate

You can report the results of your session to your team. Here's how to do it.

0 Minutes

**After you collaborate**

After you collaborate 1: **Key idea 1, Key idea 2, Key idea 3, Key idea 4, Key idea 5, Key idea 6, Key idea 7, Key idea 8, Key idea 9, Key idea 10, Key idea 11, Key idea 12, Key idea 13, Key idea 14, Key idea 15, Key idea 16, Key idea 17, Key idea 18, Key idea 19, Key idea 20, Key idea 21, Key idea 22, Key idea 23, Key idea 24, Key idea 25, Key idea 26, Key idea 27, Key idea 28, Key idea 29, Key idea 30, Key idea 31, Key idea 32, Key idea 33, Key idea 34, Key idea 35, Key idea 36, Key idea 37, Key idea 38, Key idea 39, Key idea 40, Key idea 41, Key idea 42, Key idea 43, Key idea 44, Key idea 45, Key idea 46, Key idea 47, Key idea 48, Key idea 49, Key idea 50, Key idea 51, Key idea 52, Key idea 53, Key idea 54, Key idea 55, Key idea 56, Key idea 57, Key idea 58, Key idea 59, Key idea 60, Key idea 61, Key idea 62, Key idea 63, Key idea 64, Key idea 65, Key idea 66, Key idea 67, Key idea 68, Key idea 69, Key idea 70, Key idea 71, Key idea 72, Key idea 73, Key idea 74, Key idea 75, Key idea 76, Key idea 77, Key idea 78, Key idea 79, Key idea 80, Key idea 81, Key idea 82, Key idea 83, Key idea 84, Key idea 85, Key idea 86, Key idea 87, Key idea 88, Key idea 89, Key idea 90, Key idea 91, Key idea 92, Key idea 93, Key idea 94, Key idea 95, Key idea 96, Key idea 97, Key idea 98, Key idea 99, Key idea 100.**

0 Minutes

**Date:** 18/9/2022

**Activity:** Brainstorm and idea prioritization