Ideation Phase Empathize & Discover

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| Date | 24 November 2023 |
| Team ID | NM2023TMID11936 |
| Project Name | Climate TrackSmart using blockchain |
| Maximum Marks | 4 Marks |

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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.

**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 at

**WHO are we empathizing with?**

The person we want to understand is a cafeteria manager in a corporate setting. Their role is to manage the cafeteria operations and ensure a smooth dining experience for employees or customers.

**GOAL**

**What do they THINK and FEEL?**

**PAINS**

Their fears, frustrations, and anxieties revolve around customer dissatisfaction, decreased

employee morale, inefficiency and waste, loss of productivity, negative reputation, challenges in implementing changes, and uncertainty about effective solutions.

Addressing these concerns is vital for improving the cafeteria experience and ensuring customer and

**GAINS**

Their wants, needs, hopes, and dreams include efficient operations, customer satisfaction, employee well- being, optimal resource allocation, a positive reputation, innovation and progress, and a commitment to continuous improvement. They strive to create a thriving cafeteria environment that delivers a positive dining experience, boosts employee morale, and contributes to the

**What do they need to DO?**

To address long queues in the corporate cafeteria, the manager needs to implement an accurate rush hour estimation system, optimize staffing and food preparation, and explore innovative solutions like mobile ordering.

**What do they SEE?**

# What do they HEAR?

Others are expressing frustration about long queues and crowded conditions in the cafeteria during rush hours. Friends suggest trying different times to avoid peak periods or implementing measures like mobile ordering or staggered lunch breaks.

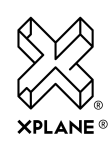
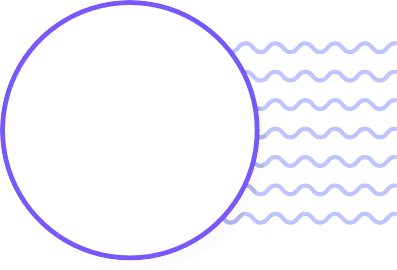
employee satisfaction.

overall success of the organization.

In the marketplace, the cafeteria manager sees the adoption of technologies like self-service kiosks and mobile ordering systems in other corporate cafeterias.They hear others discussing strategies for managing rush hours effectively, including expanding cafeteria space and implementing new

technologies.

their behavior is influenced by their concerns for fairness, desire for innovation, pressure to meet organizational goals, empathy for customers and employees, optimism for positive change, confidence in data-driven decision-making, and commitment to continuous learning and improvement. These thoughts and feelings shape their approach towards improving rush hour estimation and queue management in the cafeteria.



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# What do they DO?

Today, they rely on manual observation and general expectations to estimate rush hours in the cafeteria. They adjust staffing and food preparation accordingly and employ basic queue management strategies. We have observed them actively seeking feedback, researching new technologies, and analyzing data.

# What do they SAY?

They want to improve rush hour estimation, reduce waiting times, and explore new technologies or systems like mobile ordering. They also emphasize the importance of analyzing data, considering staggered lunch breaks, and potentially expanding cafeteria

space.