Ideation Phase Empathize & Discover

DATE	21 October 2023
TEAM ID	E9AE8BC8D7FDD2196F54A7DC24AA430E
PROJECT NAME	The Future Work Data Analytics on Glassdoor jobs
MAXIMUM MARK	4 Marks

THINK & FEEL

HEAR

Excited about the company's reputation and potential opportunities.

Anxious about the interview process or qualifications required.

Company's innovative projects

the company's commitment to employee development.

Optimistic
about a
positive work
culture.

Concerned about work-life balance.

achievements

current or former employees through reviews on Glassdoor.

SEE

USER

SAY & DO

ratings and reviews from current and former employees.

job
description
and
requirements.

company's leadership and management.

company culture and employee benefits.

company values and mission on the website.

potential career growth opportunities.

company's history and recent news.

Network with current or former employees.

PAIN

GAIN

Long commute times.

Fear of not meeting job requirements.

Competitive salary and benefits.

pportunity for career advancement