Ideation Phase
Empathize & Discover

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Project Name	Go No Queue -Rush Estimator for Corporate Cafeteria

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 helps 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.

EMPATHY MAP:

Empathy map

Use this framework to develop a deep, shared understanding and empathy for other people. An empathy map helps describe the aspects of a user's experience, needs and pain points, to quickly understand your users' experience and mindset.

Share template feedback

Says
What have we heard them say?
What can we imagine them saying?

Thinks
What are their wants, needs, hopes, and dreams? What other thoughts might influence their behavior?

Food Shortages

Frustrated

Dissatisfaction

Crowd Data Needed

Loss of Profits

impacting the Profit

Food Shortage Alert

Cafeteria Owner

Someone to check on the Current Crowd size

Estimate the Crowd Size Manually

Estimate the Crowd Size

Customer Dissatisfaction

No Remote Access to the Crowd Data.

Technologies to Improve Crowd Estimation

Does
What behavior have we observed?
What can we imagine them doing?

Feels
What are their fears, frustrations, and anxieties? What other feelings might influence their behavior?