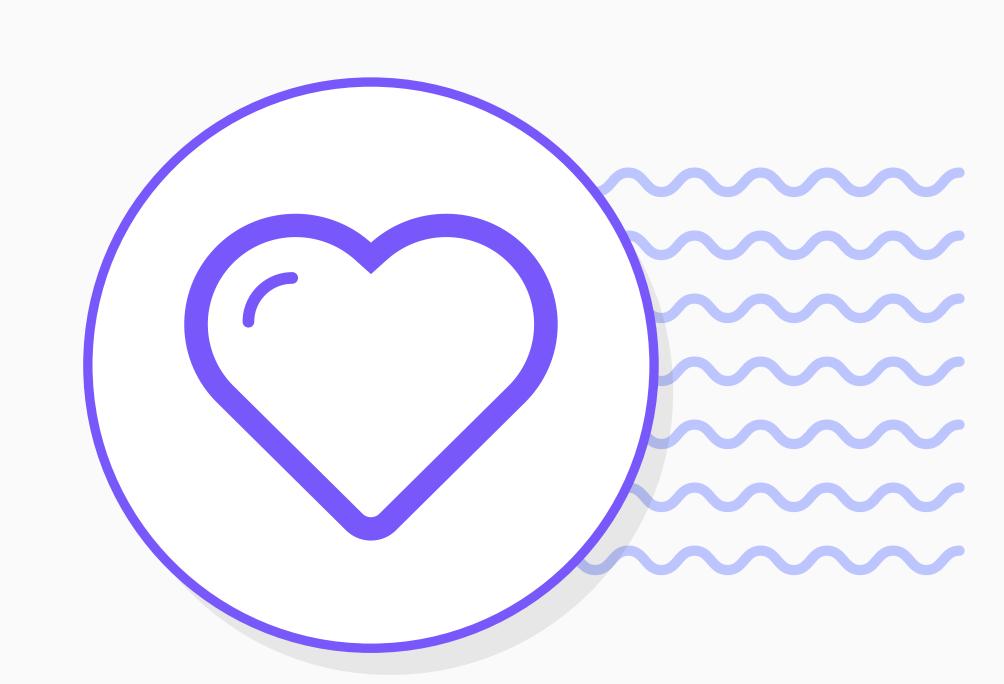
Ideation Phase Empathize & Discover

Date	17 March 2023
Team ID	NM2023TMID04975
Project Name	CHARTING THE COURSE OF
-	INNOVATION: A STARTUP ANALYSIS

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 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





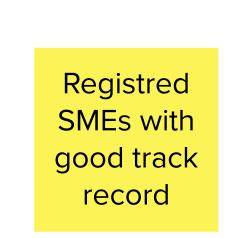
Develop shared understanding and empathy

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.



WHO are we empathizing with?

New Start-Ups in Business

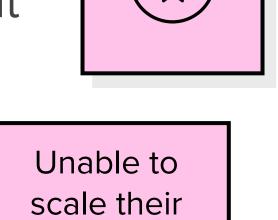




PAINS

Lack of Business Knowledge

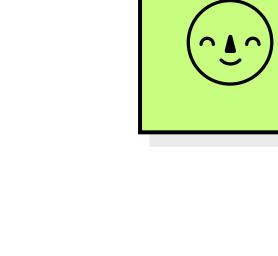
and Experience



business

because of

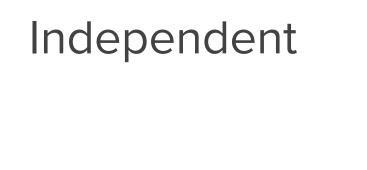
poor funding

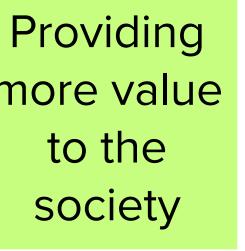


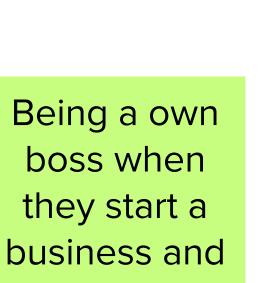
GOAL

What do they THINK and FEEL?

What other thoughts and feelings might influence their behavior?

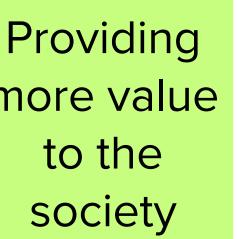






GAINS

Make Us Financial



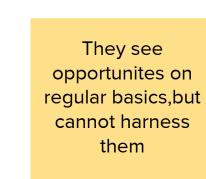


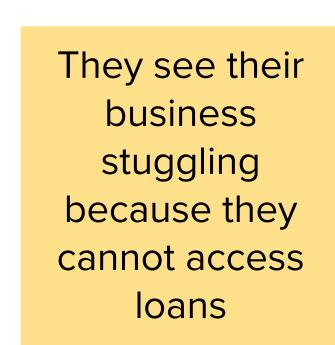
What do they need to DO?

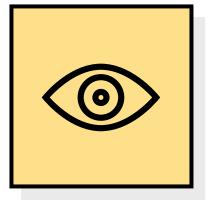
What do they need to do differently? What job(s) do they want or need to get done? What decision(s) do they need to make? How will we know they were successful?



We want them to able to complete with their counter parts around the world

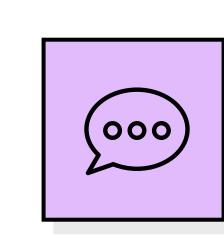






What do they SEE?

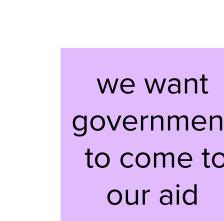
What do they see in the marketplace? What do they see in their immediate environment? What do they see others saying and doing? What are they watching and reading?



What do they SAY?

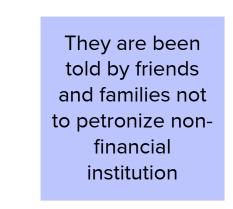
What have we heard them say? What can we magine them saying?





What do they HEAR?

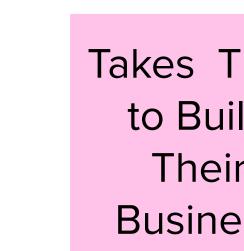
What are they hearing others say? What are they hearing from friends? What are they hearing from colleagues? What are they hearing second-hand?



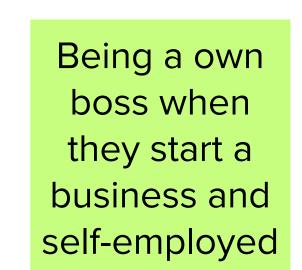












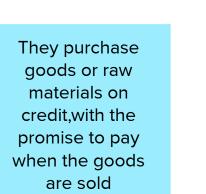


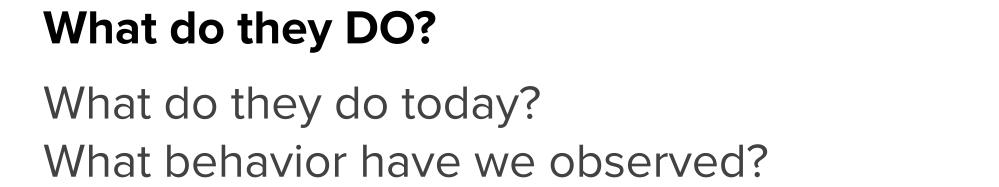












What can we imagine them doing?

