

IdeationPhase

Empathize & Discover

Date	22 March 2023
Team ID	NM2023TMID17964
Project Name	Project - Implementing CRM for result tracking of a candidate with internal marks
Maximum Marks	5 Marks

Empathy Map (A CRM Application for Schools/ Colleges)

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.

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EMPATHY MAP(CRM)...

The empathy map is centered on the user **PAVITHRA**. It is divided into four quadrants: **Says**, **Thinks**, **Does**, and **Feels**. Each quadrant contains various notes and icons representing the user's experience.

- Says:**
 - What have we heard them say? What can we imagine them saying?
 - good opportunity
 - improve our knowledge
 - we have a great future
 - I will do my best.
- Thinks:**
 - What are their wants, needs, hopes, and dreams? What other thoughts might influence their behavior?
 - A safe storage space.
 - cultural factors, social factors
 - effective planning and time management
 - it gives long life
- Does:**
 - What behavior have we observed? What can we imagine them doing?
 - learning new courses
 - in short period we have to done this
 - often the quizzes
 - enquiry to others about the things
 - be in low cost
- Feels:**
 - What are their fears, frustrations, and anxieties? What other feelings might influence their behavior?
 - customers priorities are the customers influenced by personal factors
 - customers emotion, attitudes and preferences affect buying behaviour
 - reiterating the previous mistake

Need some inspiration?
See a finished version of this template to kickstart your work.

[Open example](#)

IdeationPhase
Brainstorm & Idea Prioritization
Template

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Brainstorm & Idea Prioritization Template:


Brainstorming provides a free and open environment that encourages everyone within a team to participate in the creative thinking process that leads to problem solving. Prioritizing volume over value, out-of-the-box ideas are welcome and built upon, and all participants are encouraged to collaborate, helping each other develop a rich amount of creative solutions.

Use this template in your own brainstorming sessions so your team can unleash their imagination and start shaping concepts even if you're not sitting in the same room.

Reference: <https://www.mural.co/templates/empathy-map-canvas>

IdeationPhase

Step-1: Team Gathering, Collaboration and Select the Problem Statement



Brainstorm & idea prioritization

Use this template in your own brainstorming sessions so your team can unleash their imagination and start shaping concepts even if you're not sitting in the same room.

⌚ 10 minutes to prepare
🕒 1 hour to collaborate
👥 2-8 people recommended

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Before you collaborate

A little bit of preparation goes a long way with this session. Here's what you need to do to get going.

⌚ 10 minutes

A

Team gathering

Define who should participate in the session and send an invite. Share relevant information or pre-work ahead.

B

Set the goal

Think about the problem you'll be focusing on solving in the brainstorming session.

C

Learn how to use the facilitation tools

Use the Facilitation Superpowers to run a happy and productive session.


[Open article](#) →

1 Define your problem statement

What problem are you trying to solve? Frame your problem as a How Might We statement. This will be the focus of your brainstorm.

⌚ 5 minutes

1. Negative effects of groupthink
2. Difficulties when working remotely
3. Disengaged participants



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Key rules of brainstorming

To run a smooth and productive session

🗨️ Stay in topic.


💡 Encourage wild ideas.

🚫 Defer judgment.

👂 Listen to others.

🗣️ Go for volume.

👁️ If possible, be visual.



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Step-2: Brainstorm, Idea Listing and Grouping

2 Brainstorm

Write down any ideas that come to mind that address your problem statement.

10 minutes

PAVITHRA A

- keep focus on customer
- centralize all customer information
- buy smart
- sell, rationalize goods

ASHWINI R

- default msg to parents
- weekly update marks
- all test marks available
- keep record much without manual process

priyadharshini s

- CRM Can improve customer retention
- is a powerful organization tool that administrative surfaces hard
- Adverse of changing a process for students and teachers and even for parents
- Application of technology is a reduced means for virtually everything. Working in team engagements.

YASOTHA P

- train the team and send the system
- Forecast the clicks and benefits
- customize your settings
- eliminate user manual and even help

Group ideas

Take turns sharing your ideas while clustering similar or related notes as you go. Once all sticky notes have been grouped, give each cluster a sentence-like label. If a cluster is bigger than six sticky notes, try and see if you can break it up into smaller sub-groups.

30 minutes

TIP You can select a sticky note and hit the pencil (switch to sketch) icon to start drawing.

TIP Add customizable tags to sticky notes to make it easier to find, browse, organize, and categorize important ideas as themes within your mural.

MAP BY RELATIONSHIP

Step-3: Idea Prioritization

3 Prioritize

Team should all be on the same page about what's important going forward. Place your ideas on this grid to determine which are important and which are feasible.

15 minutes

After you collaborate

You can export the mural as an image or pdf to share with members of your company who might find it helpful.

Quick add-ons

- Share the mural**
Share a view link to the mural with stakeholders to keep them in the loop about the outcomes of the session.
- Export the mural**
Export a copy of the mural as a PNG or PDF to attach to emails, include in slides, or save in your drive.

Keep moving forward

- Strategy blueprint**
Define the components of a new idea or strategy.
[Open the template](#)
- Customer experience journey map**
Understand customer needs, motivations, and obstacles for an experience.
[Open the template](#)
- Strengths, weaknesses, opportunities & threats**
Identify strengths, weaknesses, opportunities, and threats (SWOT) to develop a plan.
[Open the template](#)

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