

Ideation Phase
Empathize & Discover

Date	31 January 2025
Team ID	PNT2025TMID06655
Project Name	Global Malnutrition Trends A Power BI Analysis 1983 to 2019
Maximum Marks	4 Marks

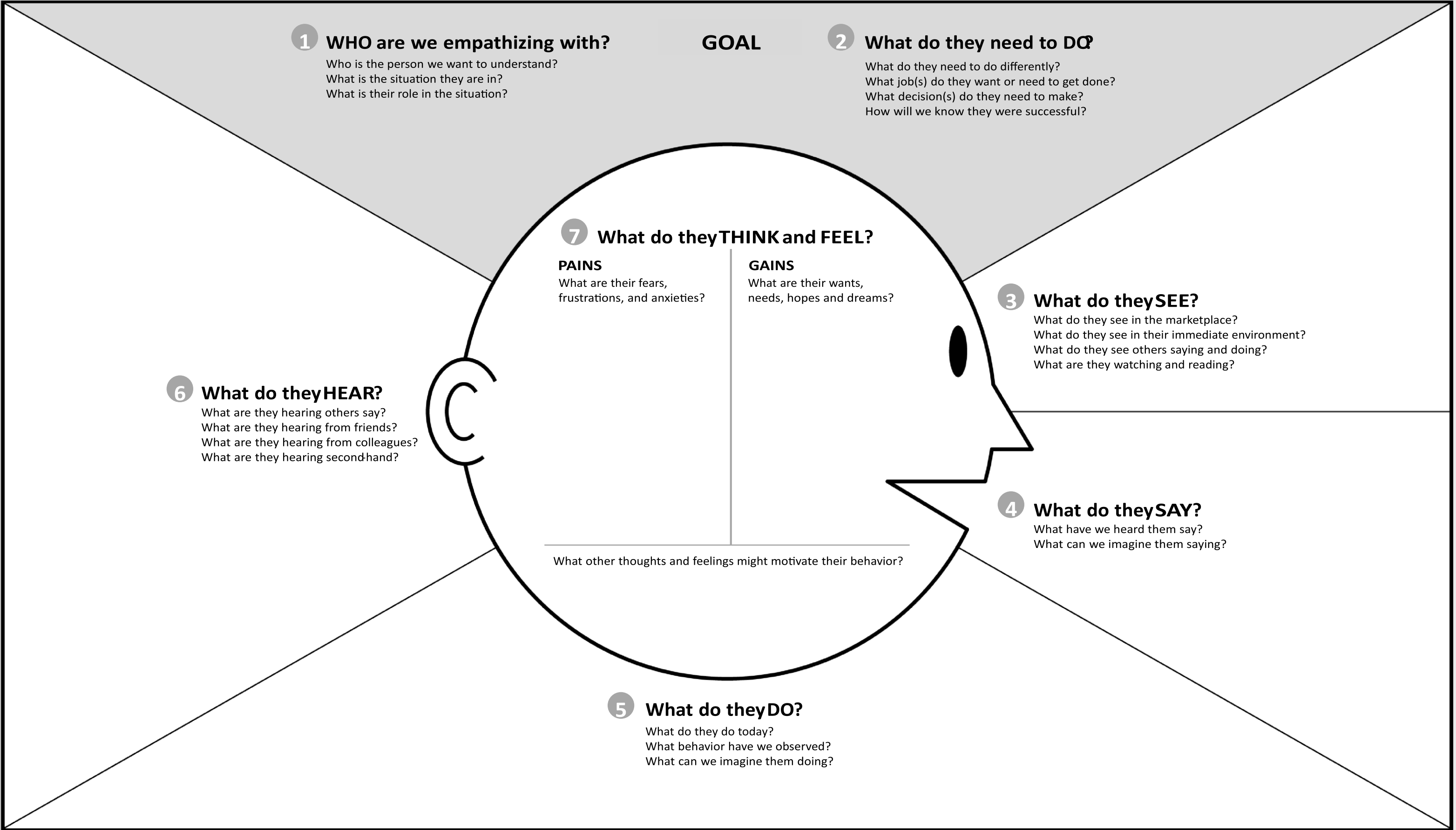
Empathy Map Canvas:

An empathy map is a simple, easy-to-digest visual that captures knowledge about a user’s behaviours and attitudes.

An Empathy Map is a visual tool used to gain a deeper understanding of a target user or customer by mapping out their thoughts, feelings, behaviors, and needs. It is typically used in design thinking, user-centered design, and customer experience strategies to ensure that products, services, or solutions are created with the user's perspective in mind.

Example:

Empathy Map Canvas



Understanding Global Malnutrition Trends

1. Who are we empathizing with? (User Persona)

- Primary users: Malnourished children, pregnant women, low-income families, refugees, and rural communities in developing regions.
 - Secondary users: Aid organizations (e.g., WHO, UNICEF), healthcare professionals, policymakers, and food suppliers.
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2. What do they See?

- Food shortages in their communities.
 - Poor infrastructure and lack of healthcare facilities.
 - Advertisements of food they cannot afford.
 - Government and NGO initiatives trying to address malnutrition.
 - Wealthier people with access to diverse, nutritious food.
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3. What do they Hear?

- . Conversations about rising food prices.
 - . Health professionals discussing the dangers of malnutrition.
 - . Community members sharing concerns about feeding their families.
 - . Government officials promising support, but often failing to deliver.
 - . Media reports on food insecurity and aid distribution efforts.
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4. What do they Think and Feel?

- . Thoughts:
 - "How will I get enough food for my family today?"
 - "I wish my children could eat nutritious meals."
 - "If only we had access to better healthcare and education about nutrition."
- . Feelings:
 - Hopelessness and frustration due to lack of food security.
 - Anxiety about health problems caused by malnutrition.

- Guilt from not being able to provide enough for their children.

5. What do they Say and Do?

- Say:
 - "We don't have enough food to eat every day."
 - "I can't afford nutritious meals for my children."
 - "We need more support from the government and NGOs."
- Do:
 - Reduce the number of meals they eat daily.
 - Seek food aid from charities and NGOs.
 - Prioritize feeding children over adults in the family.
 - Migrate to cities or neighboring countries in search of better living conditions.

6. Pain Points and Gains

- . Pain Points (Challenges):
 - Lack of access to affordable and nutritious food.
 - Poor healthcare leading to malnutrition-related diseases.
 - Unstable income and unemployment.
 - Climate change affecting food production.
- . Gains (Opportunities for Improvement):
 - Access to government and NGO food aid programs.
 - Education on nutrition and sustainable farming practices.
 - Economic empowerment through job opportunities and microfinance initiatives.
 - Medical intervention programs to treat malnutrition.