


IdeationPhase

Empathize & Discover

Date	21 March 2023
Team ID	NM2023TMID11774
Project Name	Project – Vehicle Management system using salesforce
Maximum Marks	5 Marks

Empathy Map (Vehicle Management system using salesforce)

Template



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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Build empathy

The information you add here should be representative of the observations and research you've done about your users.

Says

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

we're the best at making cars

we're the best at making cars

what's better about you compared and more

To do best show

More research

Asks it family

Thinks

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

I want more features

there have no more models

why they can't explain more

The system can't seem satisfied

More research to test this

Safe to launch this version

At last

Does

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

Does there a name and a persona to empathize with your personas

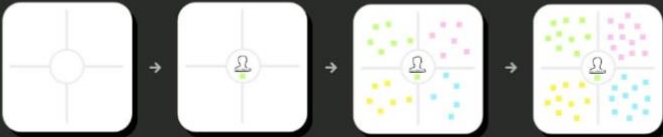
Feels

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

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

PROBLEM

How will the vehicle management system use?
How to improve vehicle management system? What is the purpose of vehicle management? what is the use of vehicle management system

Key rules of brainstorming
To run an 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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[Open example](#) →

Step-2: Brainstorm, Idea Listing and Grouping

2

Brainstorm

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

10 minutes

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



3

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.

20 minutes

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



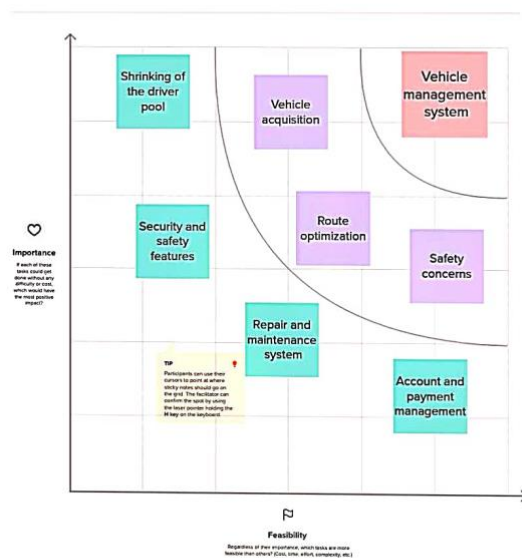
Step-3: Idea Prioritization

4

Prioritize

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

30 minutes



5

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.
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- 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 ->

Share template feedback

