

# 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.

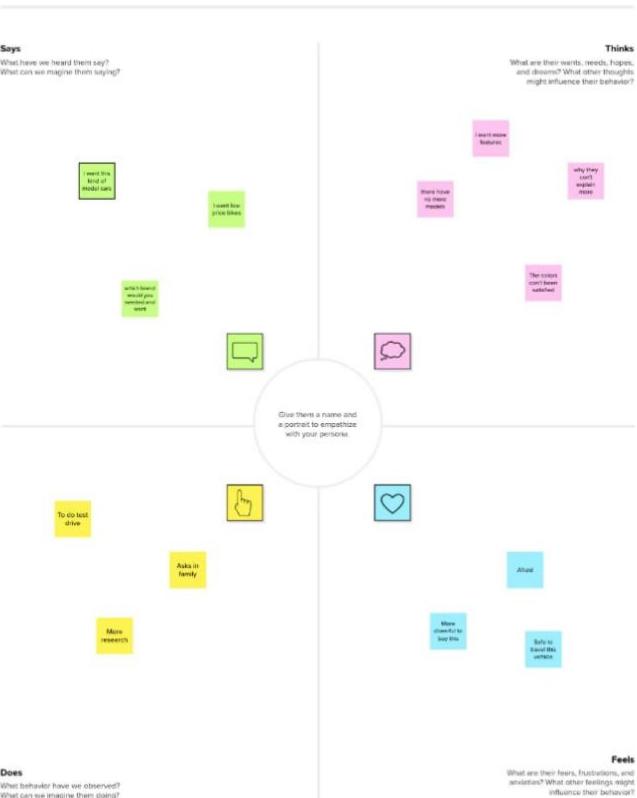
**Says**  
What have we heard them say?  
What can we imagine them saying?

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

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

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

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**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

template



### 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

➡ 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.

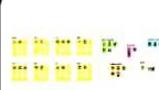
**C Learn how to use the facilitation tools**  
Use the Facilitation Superpowers to run a happy and productive session.  
[Open article →](#)

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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## 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 (pencil 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 break it up into smaller sub-groups.**

⌚ 20 minutes

**TIP:** Add customizable tags to sticky notes to make it easier to find. Bring a few tags along to 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.

⌚ 20 minutes

**TIP:** Participants can use their fingers to point at where they think an idea sits on the grid. The facilitator can then move the sticky notes to the best position holding the pen.

**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 outcome of the session.
- Export the mural** Export a copy of the mural as a PNG or PDF to attach to emails, include in briefs, or save in your drive.

**Keep moving forward**

- Strategic 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 →](#)

**Share template feedback**