

Empathy and Understanding problems

Relationships Problems

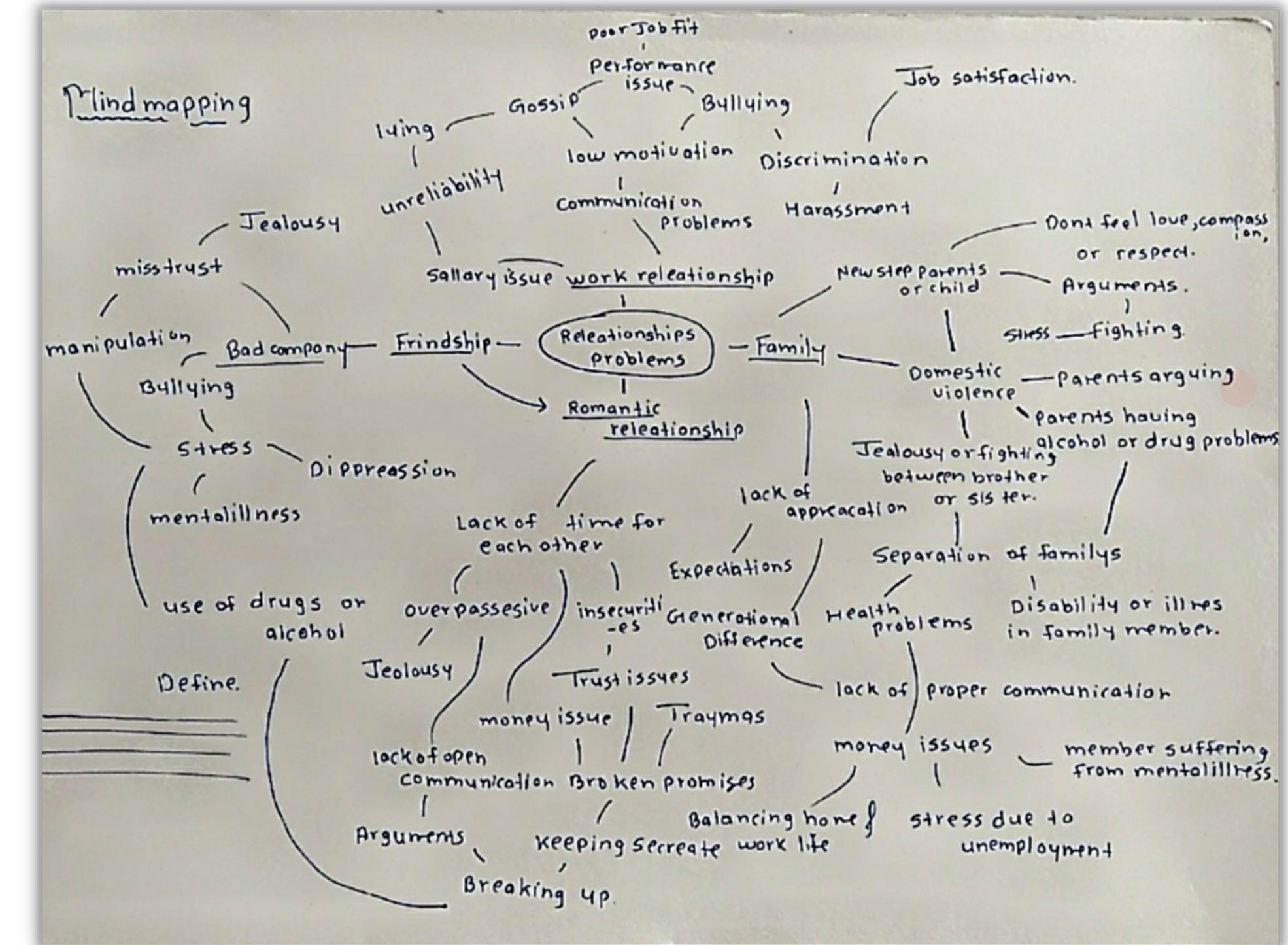
Process Flow

- Brainstroming
- Mindmapping
- Problem Statement
- Fish bone
- Questions
- User persona
- Empathy map
- CJM
- Story Board
- Solution

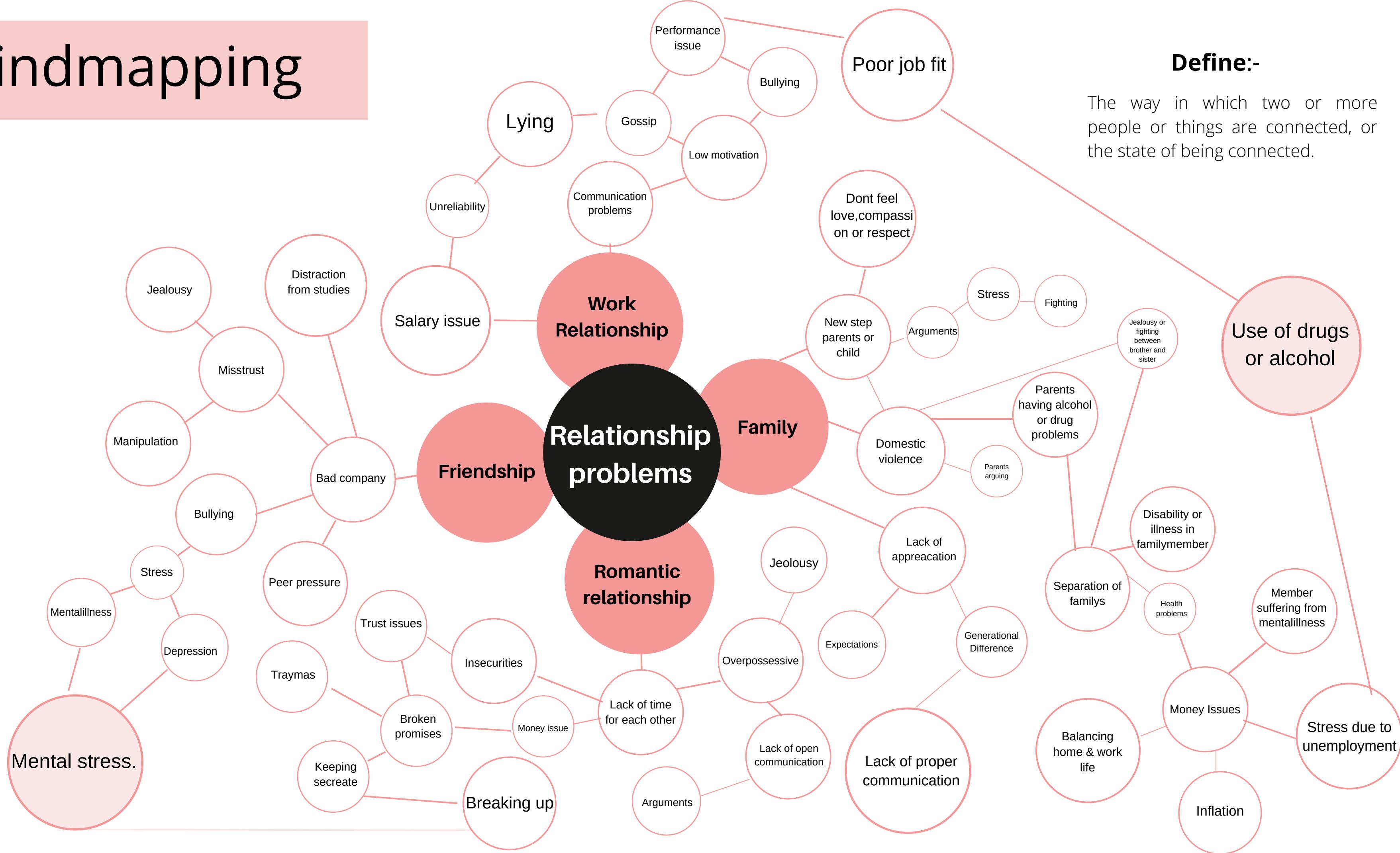
Brainstroming

Brainstorming

- Family
- Friends
- Friendships.
- Bad company
- Jealousy
- Betrayal
- mistrust
- Bullying
- Harassment.
- Discrimination
- poor job fit.
- Breaking up
- Arguments
- over possessive
money
- Boredome
- Keeping secrets
- aggressive behavior
- use of drugs or alcohol
- Aggressive behavior.
- Conflicts
- inconsistency
- communication
- work
- money issues
- Generational gap.
- unemployment.
- Divorce
- Domestic violence.
- Infidelity
- children
- Step child
- Step parents
- unrealistic expectations.
- Appreciation
- Romantic relationships
- Traumas.
- change in life goals
- open communication
- over possessive.
- insecurities.
- Differences
- Gossip.
- Lying.



Mindmapping



Define:-

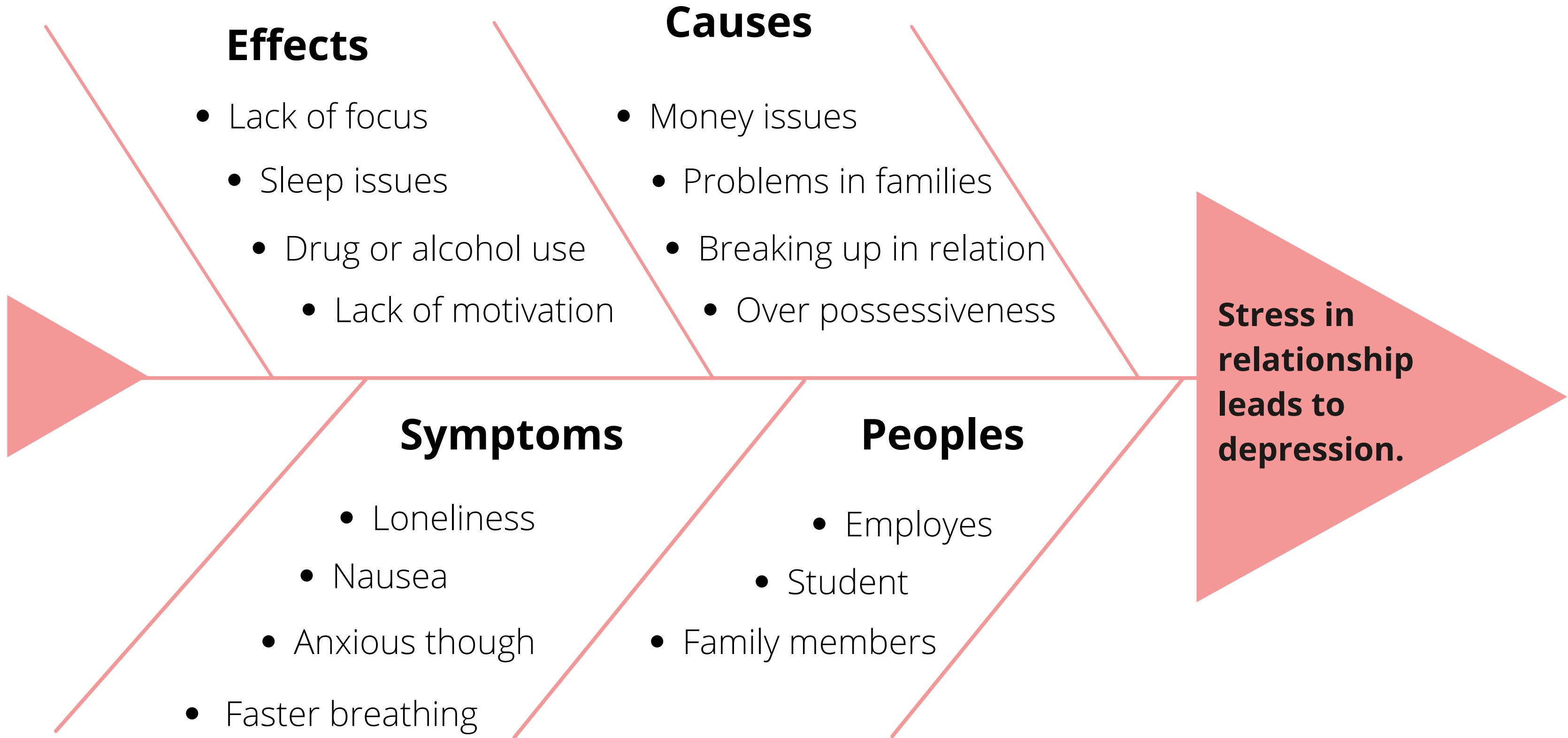
The way in which two or more people or things are connected, or the state of being connected.

Problem Statement

- There is Domestic violence between family members.
- Separation of families occur.
- Arguments due inflation, leads to stress in relationship.
- jealousy in relationships causes over possessiveness.
- Bad relationship result in performance issue at work place.

- There is lack of open communication in relationship.
- Performance issues in work place.
- Stress in relationship leads to depression.
- People tend to use drugs or alcohol due to relationship issues.

Fishbone



Final Problem Statement

How might we help youngster to build a meaningful relationship for happy life.

Questionnaire

Task base

- Are you living with your family ?
- How many members are there in your family ?
- What kind of bond you share with your family ?
- Is there some gap you feel with your parents ?

Value base

- How important your family is for you ?
- How important a relationship is for you ?
- How your relationship add value in your life ?

Need base

- Where do you feel there is a gap in your family relationship ?
- What necessity is required for a meaningful relation among family ?
- How you can share a relationship made for life time?

Persona



Akansha Agarkar

Age: 24

Location: Bandra ,Mumbai

Bio

She is a working women in Mumbai and for the pass couple of years has been very interested in practicing healthier lifestyle. She don't have time to spend with her family. She is a loving ,caring ,and enthusiast lady.

GOALS

- What a happy life.
- Meaningful relationship.
- Peaceful state of mind .
- Sense of fullfilment.

MOTIVATIONS

- Satisfactory life.
- Healthy mental state.
- Sense of happiness

- Extrovert
- Friendly
- Observer

FRUSTRATIONS

- Time pressed life during weekdays.
- Judging between office and home.
- Lack of sense of fullfilment.

INTERESTS

- Board games
- Cooking
- Reading
- Social media

Empathy map

SAYS

- I'm busy in my work .
- I don't have a time for my family.
- Gap is they in my relationship.
- Lack of communication among family members.

THINKS

- I want to have a happy life.
- I want Satisfactory in life.
- I want beat in every aspect of life.
- I would be able to do that one day.

FEELS

- Happy (for having a family)
- Dissatisfied (no sense of fullfilment).
- Sad (feels lonly sometimes).

DOES

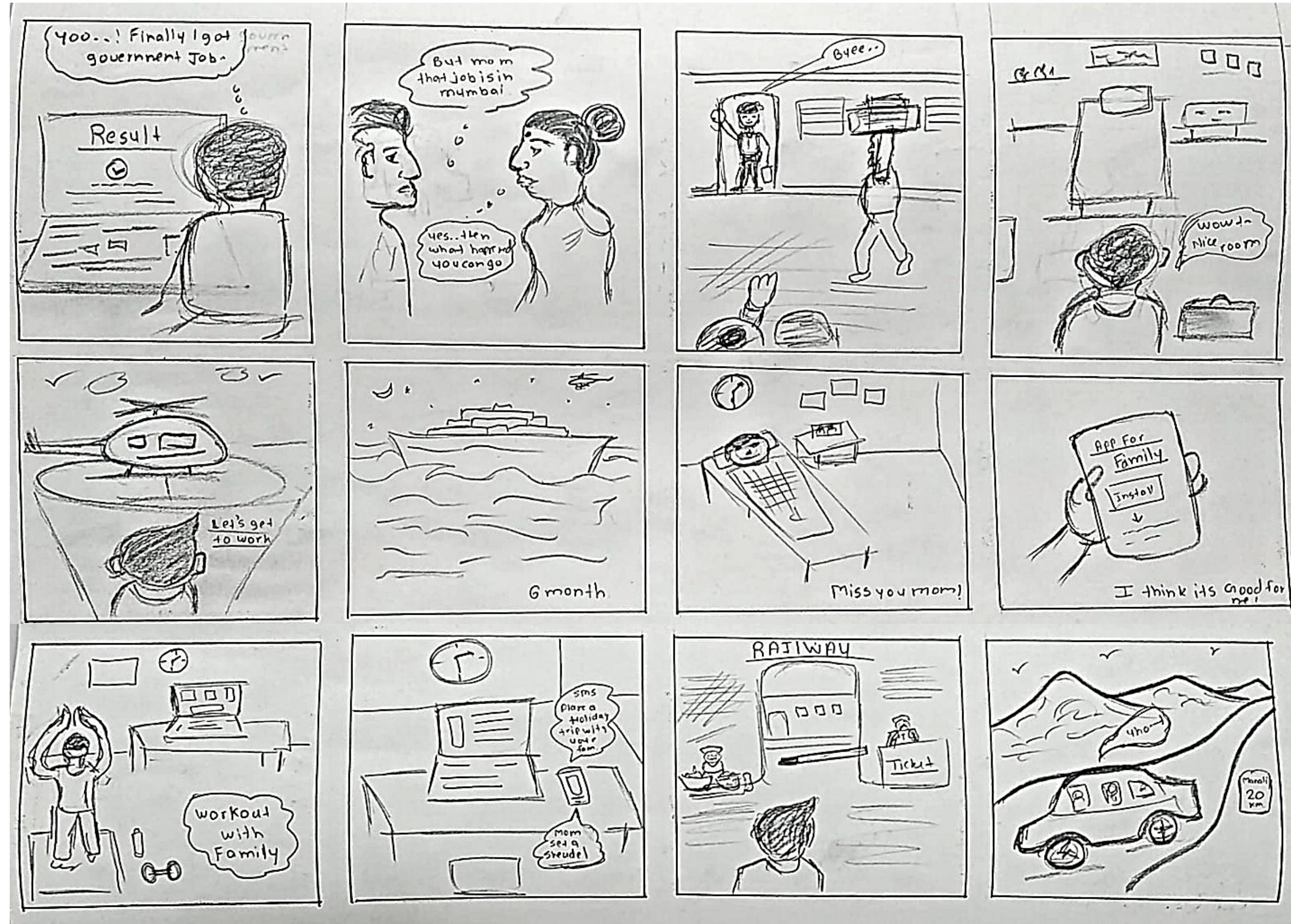
- Go to office on working day.
- Spend time with family on holiday.
- Plan trips before upcomming holidays.
- Trying to feel the gap in between relationship.



Customer journey map

	HOME	WORK PLACE	POST WORK PLACE
ACTION	<ul style="list-style-type: none">• Doing household works• ready for work.• Planning for whole day.	<ul style="list-style-type: none">• Doing office work.• Trying to get notified.• Family members activity.	<ul style="list-style-type: none">• Coming back to home.• Doing house work.• Busy in phone or social media.• Have some rest.
PAINPOINTS	<ul style="list-style-type: none">• Following a same daily routine.• Not having time for family.• Everybody is in hurry.	<ul style="list-style-type: none">• Not able to give time.• Not much tacking time during office hrs.• Heavy work loads.	<ul style="list-style-type: none">• No qualitative communication among family members.• .Lack of sense of fullfilment at the end of the day.
TOUCHPOINTS	<ul style="list-style-type: none">• Checking phone notifications.• Talking on calls with family members/colleigues.	<ul style="list-style-type: none">• Checking social media to get notified.• Texting forgiving updates.	<ul style="list-style-type: none">• Using social media.• Watching television.• Playing games on pc.
OPPORTUNITY	<ul style="list-style-type: none">• Can schedule a short quality time with family members during breakfast.	<ul style="list-style-type: none">• An efficent way for qualitative communication with familiymembers.	<ul style="list-style-type: none">• Easy efficient way to spend quality time.
EMOTIONS	 (Normal)	 (Frustrated)	 (Enjoying or Happy)

Story Board



Solution

Can Schedule a short quality time with family member during breakfast.

- Organise a qualitative conversation among family members.
- In morning can play any sports or have an exercise schedule as well.
- An mode of planning the day of each family members.

An efficient way for qualitative communication with family members.

- An update of everyone's activity.
- A notification of meals works or other activities family members want to share.

Easy efficient way to spend quality times.

- Updates regarding family content shows.
- Planning of dinner in some constructive way according to family preference.

THANK YOU!