Ideation Phase
Empathize & Discover

Date	31 October 2023
Team ID	Team-593059
Project Name	The Sleep Oracle Anticipating Health and Lifestyle Through Data
Maximum Marks	4 Marks

Empathy Map Canvas:

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

It is a useful tool to help teams better understand their users.
Creating an effective solution requires understanding the true problem and the person who is experiencing it. The exercise of creating the map helps participants consider things from the user's perspective along with his or her goals and challenges.

Reference:

https://app.mural.co/t/niyatimittal2335/m/niyatimittal2335/1698344131382/193bc22f120c6dc251ff3c82c766e3fa7c81db04?sender=u2991f828c79d85cb04e15195

Empathy map canvas

Use this framework to empathize with a customer, user, or any person who is affected by a team's work. Document and discuss your observations and note your assumptions to gain more empathy for the people you serve.
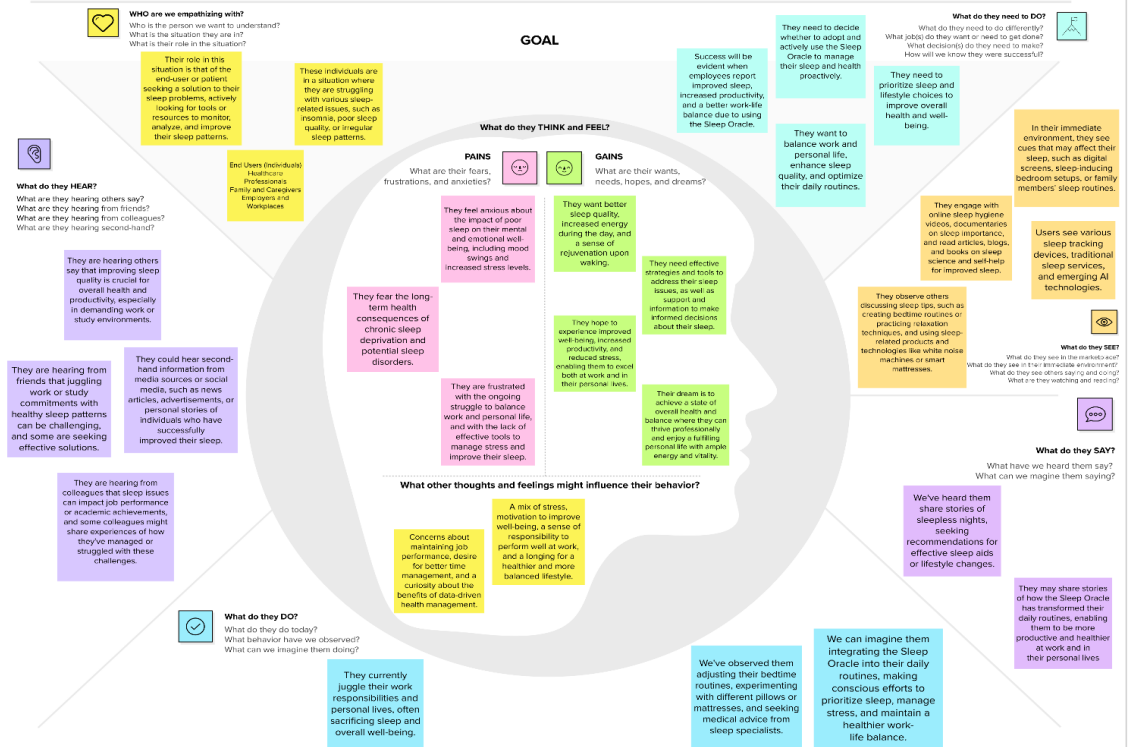
Originally created by Dave Gray at

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Share template feedback

Develop shared understanding and empathy

Data gathered from working employees affected by "The Sleep Oracle" project highlights their need for stress management, sleep optimization, and improved work-life balance. Their aspirations include enhanced well-being and productivity but are also shadowed by concerns about sleep deprivation's effects and privacy. These individuals are motivated by work performance, health, and balance, yet struggle with stress and pressure. These insights are pivotal for feature prioritization and decision-making.

WHO are we empathizing with?
Who is the person we want to understand?
What is the situation they are in?
What is their role in the situation?

Their role in this situation is that of the end-user or patient seeking a solution to their sleep problems, actively looking for tools or resources to monitor, analyze, and improve their sleep patterns.

These individuals are in a situation where they are struggling with various sleep-related issues, such as insomnia, poor sleep quality, or irregular sleep patterns.

End Users (Individuals) Healthcare Professionals Family and Caregivers Employers and Workplaces

GOAL

What do they need to DO?
What do they need to do differently?
What job(s) do they want or need to get done?
What decision(s) do they need to make?
How will we know they were successful?

They need to decide whether to adopt and actively use the Sleep Oracle to manage their sleep and health proactively.

Success will be evident when employees report improved sleep, increased productivity, and a better work-life balance due to using the Sleep Oracle.

They need to prioritize sleep and lifestyle choices to improve overall health and well-being.

They want to balance work and personal life, enhance sleep quality, and optimize their daily routines.

What do they THINK and FEEL?

PAINS
What are their fears, frustrations, and anxieties?

GAINS
What are their wants, needs, hopes, and dreams?

They feel anxious about the impact of poor sleep on their mental and emotional well-being, including mood swings and increased stress levels.

They want better sleep quality, increased energy during the day, and a sense of rejuvenation upon waking.

They fear the long-term health consequences of chronic sleep deprivation and potential sleep disorders.

They need effective strategies and tools to address their sleep issues, as well as support and information to make informed decisions about their sleep.

They hope to experience improved well-being, increased productivity, and reduced stress, enabling them to excel both at work and in their personal lives.

They are frustrated with the ongoing struggle to balance work and personal life, and with the lack of effective tools to manage stress and improve their sleep.

Their dream is to achieve a state of overall health and balance where they can thrive professionally and enjoy a fulfilling personal life with ample energy and vitality.

In their immediate environment, they see cues that may affect their sleep, such as digital screens, sleep-inducing bedroom setups, or family members' sleep routines.

They engage with online sleep hygiene videos, documentaries on sleep importance, and read articles, blogs, and books on sleep science and self-help for improved sleep.

Users see various sleep tracking devices, traditional sleep services, and emerging AI technologies.

They observe others discussing sleep tips, such as creating bedtime routines or practicing relaxation techniques, and using sleep-related products and technologies like white noise machines or smart mattresses.

What do they SEE?
What do they see in the marketplace?
What do they see in their immediate environment?
What do they see others saying and doing?
What are they watching and reading?

What do they SAY?
What have we heard them say?
What can we imagine them saying?

We've heard them share stories of sleepless nights, seeking recommendations for effective sleep aids or lifestyle changes.

They may share stories of how the Sleep Oracle has transformed their daily routines, enabling them to be more productive and healthier at work and in their personal lives

What do they HEAR?
What are they hearing others say?
What are they hearing from friends?
What are they hearing from colleagues?
What are they hearing second-hand?

They are hearing others say that improving sleep quality is crucial for overall health and productivity, especially in demanding work or study environments.

They could hear second-hand information from media sources or social media, such as news articles, advertisements, or personal stories of individuals who have successfully improved their sleep.

They are hearing from friends that juggling work or study commitments with healthy sleep patterns can be challenging, and some are seeking effective solutions.

They are hearing from colleagues that sleep issues can impact job performance or academic achievements, and some colleagues might share experiences of how they've managed or struggled with these challenges.

What other thoughts and feelings might influence their behavior?

Concerns about maintaining job performance, desire for better time management, and a curiosity about the benefits of data-driven health management.

A mix of stress, motivation to improve well-being, a sense of responsibility to perform well at work, and a longing for a healthier and more balanced lifestyle.

What do they DO?
What do they do today?
What behavior have we observed?
What can we imagine them doing?

They currently juggle their work responsibilities and personal lives, often sacrificing sleep and overall well-being.

We've observed them adjusting their bedtime routines, experimenting with different pillows or mattresses, and seeking medical advice from sleep specialists.

We can imagine them integrating the Sleep Oracle into their daily routines, making conscious efforts to prioritize sleep, manage stress, and maintain a healthier work-life balance.

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