Ideation Phase
Empathize & Discover

Date	13 March 2023
Team ID	NM2023TMID19128
Project Name	Using Machine Learning for Enhanced Prediction of Telecom Customer Churn
Maximum Marks	5 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 helps teams better understanding their users.

In the ideation phase we have empathized as our client **telecom customers** and we have Acquired the details which are represented in the empathy map given below.

EMPATHY MAP CANVAS

Empathy Map

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?

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?

- Customer who face problems while using telecom
- Person who facing complex operational process
- They want their network to be updated for better security features

What do they THINK and FEEL?

PAINS
What are their fears, frustrations, and anxieties?

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

- Whether I get my project on time?
- This project is used to predict telecom problem
- `How can I choose a right vendor
- Best vendor will complete the project in better specialized softwor

What other thoughts and feelings might influence their behavior?

- Till they got a specialized features to communicate
- Whether I invest my money to right vendors?
- whether I get my project on time?

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?

- Expecting project to complete in short duration
- I need a software to identify the problems of telecom

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?

- it was necessary for you
- How will you find for vendors
- They need for quick and personalized customer service
- Whether is the project was security and trustable
- How could I found for better vendor sites
- Due to many network issues telecom become less customer sites
- Migrate telecom to digital channel to get advance network service

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

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