





## IDEATION PHASE

### BRAINSTORM AND IDEA PRIORITIZATION

DATE	22/10/2023
TEAM ID	au812620205036 au812620205037 au812620205038 au812620205039
PROJECT NAME	ANALYTICS TOOL FOR PLACEMENTS
MAXIMUM MARKS	4 marks

## EMPATHY MAP CANVAS

 <b>What do they THINK and FEEL?</b>  Placement is a period of work experience which is an integrated and assessed part of a students degree,so they are different to an internship,which is extra-curricular. Placements require students to apply their learning from the course in the workplace and apply learning from the workplace in the course.	 <b>What do they SEE?</b>  Bagging a job is only possible through on-campus placement. This is one of the biggest myths every student heard about where getting a good job is only possible through on-campus placement. This statement isn't true. One can get a job through off-campus placement as well.
 <b>What do they HEAR?</b>  This is an absolute myth where colleges parade around claiming that they provide a 100% assured job guarantee through campus placement. No colleges can give you a 100% job guarantee if you're not skilled enough and meet the eligibility criteria for getting placed. Colleges put claims like this on their brochure to promote their institution and attract new students who get tempted by reading the company names where they might get assured their dream job if they take admission.	 <b>What do they SAY and DO?</b>  Even if you graduated from a tier-3 college, you can still get into your dream company, provided you have the necessary aptitude and abilities. All you need is commitment and perseverance to work hard.
<b>PAINS</b>  some courses dont officially offer a year in industry.	<b>GAINS</b>  develop your social and professional networks.

