

IdeationPhase Empathize & Discover

Date	19 March 2023
Team ID	NM2023TMID11739
Project Name	Project – Build an employee travel approval application for corporate
Maximum Marks	5 Marks

Empathy Map (A CRM Application for Schools/ Colleges)

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.

Share template here

Build empathy

The information you add here should be representative of the observations and research you've done about your users.

Knows
What have we heard them say?
What are our opportunities?

Thinks
What are their wants, needs, hopes, and dreams? What are their fears? What are their goals?

Does
What activities have we observed?
What are our opportunities?

Feels
What are their fears, pain, and emotions? What are their hopes and dreams?

Need some inspiration?

View examples

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



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.

- 40 minutes to prepare
- 1 hour to collaborate
- 2-3 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.

1. **Team gathering**
Before you start generating ideas, the session will need an early three-minute introduction so you aren't afraid.

2. **Set the goal**
Think about the problem you'll be focusing on solving in the brainstorming session.

3. **Learn how to use the facilitation tools**
Join the Facilitation Sessions to see a helpful and practical overview.

Open activity

Define your problem statement

What problem are you trying to solve? Frame your problem as a clear, high-level statement. This will be the focus of your brainstorm.

6 minutes

What is the global goal? Express it as a statement that also covers the important context. What is the business case? Customer needs? Cost? Advantages of solving this problem? What is the business goal?

Key rules of ideation
To run an smooth and productive session

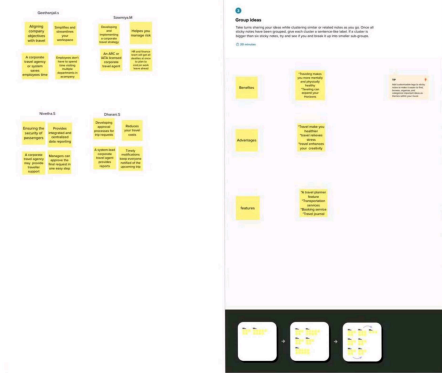
- Stay on track
- Encourage wild ideas
- Build on others
- Defer judgement
- Let everyone pitch
- Go for volume
- Quantity over quality

Read more about ideation

Read more about ideation

Read more about ideation

Step-2: Brainstorm, Idea Listing and Grouping



Step-3: Idea Prioritization

