

Ideation Phase

Empathize & Discover

Date	30 October 2023
Team ID	NM2023TMID06838
Project Name	Project - Analysing the Performance & Efficiency of The Radisson Hotels using Data Visualization Techniques using IBM COGNOS
Maximum Marks	4 Marks

Empathy Map Canvas:

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

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 XPLANE®

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Develop shared understanding and empathy

Summarize the data you have gathered related to the people that are impacted by your work. It will help you generate ideas, prioritize features, or discuss decisions.

The diagram is a large circle representing a person's head, divided into sections for different types of information. The sections are: 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?), 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?), 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?), 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 THINK and FEEL? (What are their fears, frustrations, and anxieties? What are their wants, needs, hopes, and dreams?), and GOAL (What do they need to do differently? What (job) do they want or need to get done? What decision(s) do they need to make? How will we know they were successful?). The central part of the circle is divided into PAINS (What are their fears, frustrations, and anxieties?) and GAINS (What are their wants, needs, hopes, and dreams?). The central part is also divided into FEAR OF DAMAGE TO FIRM'S REPUTATION, FINANCIAL HEALTH OF THE COMPANY, CONCERN FOR THEIR REPUTATION, RISK ASSESSMENT, REGAINING THEIR REPUTATION, and UNDERSTANDING CUSTOMER NEEDS. The central part is also divided into FEEDBACKS AND IDEAS, REVIEWS FROM CUSTOMERS, EXPERIENCE AND RECOMMENDATIONS, ANALYZING FINANCIAL REPORTS, COLLABORATING WITH DATA ANALYSTS, IMPLEMENTING COMPETITIVE TACTICS, OBSERVE GUEST FEEDBACKS, SEES INCREASED COMPETITION, and CONTINUOUSLY MONITOR AND ADJUST THEIR STRATEGIES. The central part is also divided into MAKE DATA-DRIVEN DECISIONS.

Need some inspiration?

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