

Ideation Phase

Empathize & Discover

Date	17 October2023
Team ID	442DFBBB9368E6B85704B62343BFF57D
Project Name	Aquatic Insights: Cognos -Powered Water Portability Analysis
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 helps 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.

Example:

AQUATIC INSIGHTS

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 et al.

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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.

WHO are we empathizing with?
Empathizer's

What do they HEAR?
Hears

What do they DO?
Do's

What do they SAY?
Say's

What do they SEE?
See's

GOAL

What do they THINK and FEEL?

PAINS
What are their fears, frustrations, and anxieties?

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

What other things and feelings might influence their behavior?

Observations and Assumptions:

- WHO are we empathizing with?**
 - Homeowner concerned about the quality of their drinking water.
 - Environmental agencies and regulatory responsible for monitoring water quality.
- What do they HEAR?**
 - News reports on water contamination and health risks.
 - Computer advertisements and marketing messages.
 - Industry experts discussing the importance of water analysis.
 - Concerns from local communities about water safety.
- What do they DO?**
 - Collect water samples for testing.
 - Research water analysis methods and companies.
 - Consult with experts about water safety.
- What do they SAY?**
 - "How can I be sure my water is safe to drink?"
 - "I'm worried about the water quality in my area."
 - "I need a reliable solution to test my water's potability."
- What do they SEE?**
 - Charts and graphs displaying water quality data.
 - Clean and polluted water bodies.
 - Water quality testing equipment.
- What do they need to DO?**
 - Regularly inspect and monitor water sources for compliance with safety standards.
 - Follow testing procedures and guidelines provided by the service.
- GOAL**
 - Assure to a clean and good effective water analysis solution.
 - Easy to understand, real time water quality information.
 - Confidence in the safety of their drinking water.
 - Compliance with water safety regulations and standards.
- What other things and feelings might influence their behavior?**
 - Concerns for family health.
 - Compliance features.
 - Familiarity with local steps.
- PAINS**
 - Difficulty in interpreting water quality data.
 - Lack of trust in existing water testing methods.
 - Concerns about the cost of reliable water samples.
 - Time consuming and complex testing processes.
- GAINS**
 - Access to a clean and good effective water analysis solution.
 - Confidence in the safety of their drinking water.
 - Compliance with water safety regulations and standards.

Need some inspiration?

See a finished version of this template to kickstart your work.

[Open example](#)