

Ideation Phase

Brainstorm & Idea Prioritization Template

Date	13/04/2023
Team Id	NM2023TMID8592
Project Name	Features of work
Maximum Marks	4 Marks

Build empathy

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

Says

What do we hear them say?
What are we going to hear next?

Thinks

What's their worry, mood, hopes, and desire? What are the things that influence their formula?

Does

What do we know we do best at?
What are we struggling with?

Feels

What are their fears, frustrations, and emotions? What are the things that might influence their behavior?

USER-JOURNEY MAP

1. User Journey Map

2. User Journey Map

3. User Journey Map

4. User Journey Map



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