Ideation Phase Empathize & Discover

Date	19 September 2023
Team ID	Lakshmi Narayanan
Project Name	Estimation of Business Project
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.



Says

What have we heard them say? What can we imagine them saying?

Thinks

What are their wants, needs, hopes, and dreams? What other thoughts might influence their behavior?



"What are the trends in dairy product sales?" "Can we optimize inventory to reduce

"Tell me more "We need insights into dairy farm about customer performance." preferences."

wastage?"

"How can we use location data to improve farm productivity?"

"What factors drive customer choices in the dairy market?"

"How can we minimize wastage by optimizing inventory?"

"Are there hidden insights in the data that could benefit the industry?"



USER

Utilizes data visualization tools and software for analysis.

Gathers and analyzes data related to dairy farms, products, and sales.

Creates reports and presentations to share findings

Collaborates with team members for in-depth analysis.

Curious and eager to uncover meaningful insights from the data.

Empowered by the potential to make datadriven decisions.

Frustrated by the potential challenges and drift in the dataset.

Motivated to drive positive changes and improvements in the dairy industry.



Does

What behavior have we observed? What can we imagine them doing?

See an example

Feels

What are their fears, frustrations, and anxieties? What other feelings might influence their behavior?

