**Critical Design Thinking**

**ASSIGNMENT 2**

**Q] Use DT Techniques (Empathy map) to identify Top 3 problems of the problem selected in assignment 1.**

What is Empathy map?

* Empathy is our ability to see the world through other people's eyes.
* An empathy map is a collaborative tool teams can use to gain a deeper insight into their customers. Much like a user persona, an empathy map can represent a group of users, such as a customer segment. The empathy map was originally created by Dave Gray and has gained much popularity within the agile community.
* It is a collaborative visualization used to articulate what we know about a particular type of user. It externalizes knowledge about users to 1) create a shared understanding of user needs and 2) aid in decision making

Use of Empathy Map

Empathy maps can be used whenever you find a need to immerse yourself in a user’s environment. They can be helpful, for example, when:

* diving into the customer segments of a business model canvas
* elaborating on user personas
* capturing behaviours when interviewing a customer
* building out the “user” in a user story
* What *gains* might the user experience when using our product?
* What are some of the user’s *pain* points or fears when using our product?
* What would the user *see* while using our product in their environment?
* What might the user be *saying and/or doing* while using our product? How would that change in a public or private setting?

**Empathy Map**

Timeline

Description automatically generated with medium confidence

**Top 3 problems identified are as follows:**

1. Sleep deprivation and disturbed eating schedule.
2. Anxiety issues.
3. Time wastage.

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