

IdeationPhase

Empathize &Discover

Date	23 March 2023
Team ID	NM2023TMID18297
Project Name	PROJECT – BUILD AN EVENT MANAGEMENT USING SYSTEM SALESFORCE
Maximum Marks	5 Marks

Empathy Map (BUILD AN EVENT MANAGEMENT SYSTEM USING SALESFORCE)

Template

Empathy map

Use this framework to develop a deep, shared understanding and empathy for other people. An empathy map helps describe the aspects of a user's experience, needs and pain points, to quickly understand your users' experience and mindset.

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Build empathy

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

The diagram is a central circle with the text "BUILD AN EVENT MANAGEMENT SYSTEM USING SALESFORCE". It is surrounded by four quadrants, each with a heading and a question:

- Says**: What have we heard them say? What can we imagine them saying?
 - budget, planning,
 - planned public or social occasion
 - creative mind and technical skills
- Thinks**: What are their wants, needs, hopes, and dreams? What other thoughts might influence their behavior?
 - basic facilities
 - interactions with people, build trust
 - meet and commit with them and fulfill their needs
 - respect with customers and clients
- Does**: What behavior have we observed? What can we imagine them doing?
 - we observe the clients opinion
 - focus the clients expectation
 - impress people
- Feels**: What are their fears, frustrations, and anxieties? What other feelings might influence their behavior?
 - An event manager ensures the event runs smoothly according to the clients brief
 - security
 - high level of attention and detail

Need some inspiration?
See a finished version of this template to kickstart your work.

[Open example](#)



IdeationPhase

Brainstorm & Idea Prioritization Template

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Brainstorm & Idea Prioritization Template:

Brainstorming provides a free and open environment that encourages everyone within a team to participate in the creative thinking process that leads to problem solving. Prioritizing volume over value, out-of-the-box ideas are welcome and built upon, and all participants are encouraged to collaborate, helping each other develop a rich amount of creative solutions.

Use this template in your own brainstorming sessions so your team can unleash their imagination and start shaping concepts even if you're not sitting in the same room.

Reference: <https://www.mural.co/templates/empathy-map-canvas>

Step-1: Team Gathering, Collaboration and Select the Problem Statement

The screenshot displays the 'Brainstorm & Idea Prioritization' template on the Mural platform. The template is divided into several sections:

- Header:** 'Template' label on the left.
- Main Title:** 'Brainstorm & Idea Prioritization' with a lightbulb icon.
- Introduction:** 'Use this template in your own brainstorming sessions so your team can unleash their imagination and start shaping concepts even if you're not sitting in the same room.'
- Preparation:** '10 minutes to prepare', '1 hour to collaborate', '2-8 people recommended'.
- Before you collaborate:** 'A little bit of preparation goes a long way with this session. Here's what you need to do to get going.' (10 minutes)
- Team gathering:** 'Define who should participate in the session and send an invite. Share relevant information or pre-work ahead.' (10 minutes)
- Set the goal:** 'Think about the problem you'll be focusing on solving in the brainstorming session.'
- Learn how to use the facilitation tools:** 'Use the Facilitation Superpowers to run a happy and productive session.' (Open article)
- Define your problem statement:** 'What problem are you trying to solve? Frame your problem as a How Might We statement. This will be the focus of your brainstorm.' (5 minutes)
- Key rules of brainstorming:** 'To run a smooth and productive session'. Rules include: Stay in topic, Encourage wild ideas, Defer judgment, Listen to others, Go for volume, If possible, be visual.
- Need some inspiration?:** 'See a finished version of this template to kickstart your work.' (Open example)

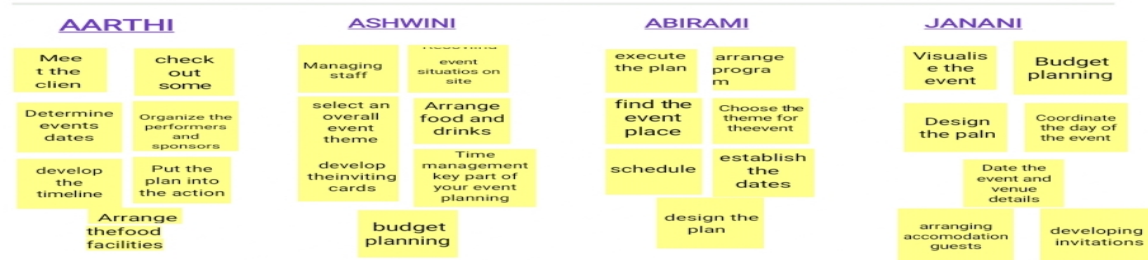
Step-2: Brainstorm, Idea Listing and Grouping

Brainstorm

Write down any ideas that come to mind that address your problem statement.

10 minutes

TIP
You can select a sticky note and hit the pencil (switch to sketch) icon to start drawing!

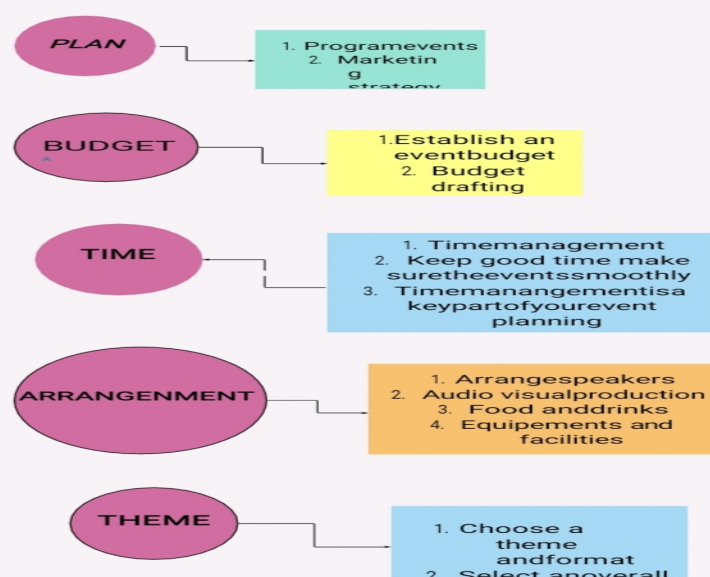


Group ideas

Take turns sharing your ideas while clustering similar or related notes as you go. Once all sticky notes have been grouped, give each cluster a sentence-like label. If a cluster is bigger than six sticky notes, try and see if you can break it up into smaller sub-groups.

20 minutes

TIP
Add customizable tags to sticky notes to make it easier to find, browse, organize, and categorize important ideas as themes within your mural.

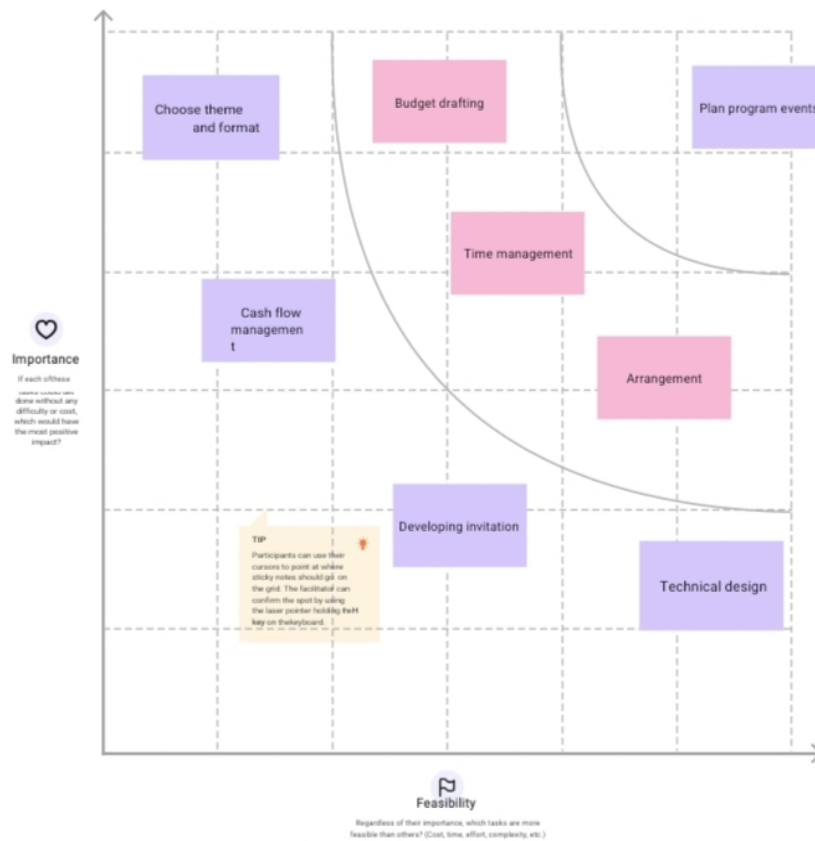


Step-3: Idea Prioritization

Prioritize

Your team should all be on the same page about what's important moving forward. Place your ideas on this grid to determine which ideas are important and which are feasible.

20 minutes



After you collaborate

You can export the mural as an image or pdf to share with members of your company who might find it helpful.

Quick add-ons

- ☐ **Share the mural**
Share a view link to the mural with stakeholders to keep them in the loop about the outcomes of the session.
- ☐ **Export the mural**
Export a copy of the mural as a PNG or PDF to attach to emails, include in slides, or save in your drive.

Keep moving forward

- Strategy blueprint**
Define the components of a new idea or strategy.
[Open the template](#) →
- Customer experience journey map**
Understand customer needs, motivations, and obstacles for an experience.
[Open the template](#) →
- Strengths, weaknesses, opportunities & threats**
Identify strengths, weaknesses, opportunities, and threats (SWOT) to develop a plan.
[Open the template](#) →

- ☐ **Share template feedback**



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