

IdeationPhase

Empathize & Discover

Date	23 March 2023
Team ID	NM2023TMID19924
Project Name	PROJECT – IMPLEMENTING CRM FOR RESULT TRACKING OF A CANDIDATE WITH INTERNAL MARKS
Maximum Marks	5 Marks

Empathy Map (IMPLEMENTING CRM FOR RESULTS TRACKING OF A CANDIDATE WITH INTERNAL MARKS)

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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Need some inspiration?

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

[Open example](#) →

Build empathy

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

Says

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

ability to
update
internal
results

able to
create all
base data

inhibited by
problems in
all current
results

the ability
to create
internal
results

acknowledging
and defining
what is
not possible

acknowledging
and defining
what is
not possible

Update
the metrics
after re-
evaluation

acknowledging
and defining
what is
not possible

Tracking and
reporting
relevance
metrics

Does

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

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

update the
actual
context

I want to
update
internal
results

want the
notification

basic
function

no
problems

only
problem
shown

safety
purpose for
design

Feels

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

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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



Brainstorm & idea prioritization

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.

🕒 10 minutes to prepare
🕒 1 hour to collaborate
👤 2-8 people recommended

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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

A Team gathering
Define who should participate in the session and send an invite. Share relevant information or pre-work ahead.

B Set the goal
Think about the problem you'll be focusing on solving in the brainstorming session.

C Learn how to use the facilitation tools
Use the Facilitation Superpowers to run a happy and productive session.

[Open article](#) →

1 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


PROBLEM

How CRM system can be used for recruitment purposes? Difficulties when working remotely and disengaged participants? Negative effects of groupthink?

Key rules of brainstorming

To run a smooth and productive session


- Stay in topic.
- Defer judgment.
- Go for volume.
- Encourage wild ideas.
- Listen to others.
- If possible, be visual.



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[Open example](#) →



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Step-2: Brainstorm, Idea Listing and Grouping

2

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!

PREETHI S

Early morning
workouts
Default song
to practice

All best
wishes
with
everything
contributing

KRISHNAVENI V

Efficiency
management
communication
collaboration
customer service

Relationship
building
with the
people
around
me

MOHANA G

Personal
time management
and
productivity

Properly
managing
relationships
and
communication

LAVANYA D

Empower
yourself
and
your team

Lead
effectively
and
efficiently



3

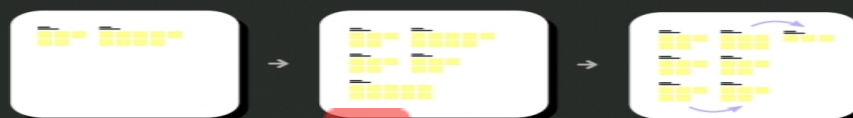
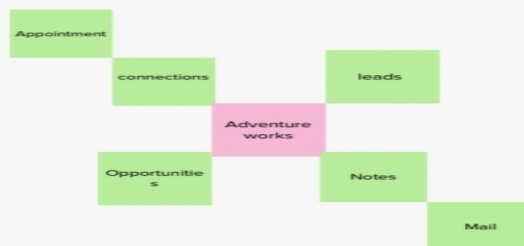
Group ideas

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 and 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.



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Step-3: Idea Prioritization

4

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.

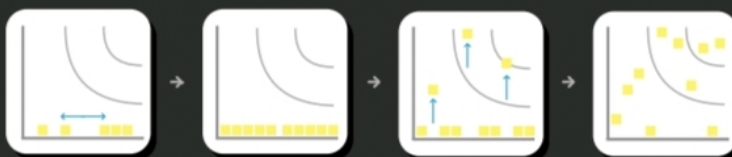
Quick add-ons

- A Share the mural**
Share a view link to the mural with stakeholders to keep them in the loop about the outcomes of the session.
- B 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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