

Ideation Phase

Empathize & Discover

Date	22 October 2023
Team ID	Team-593067
Project Name	Horology 2.0: Forecasting The Future Of Smartwatch Prices
Maximum Marks	4 Marks







Empathy Map Canvas:

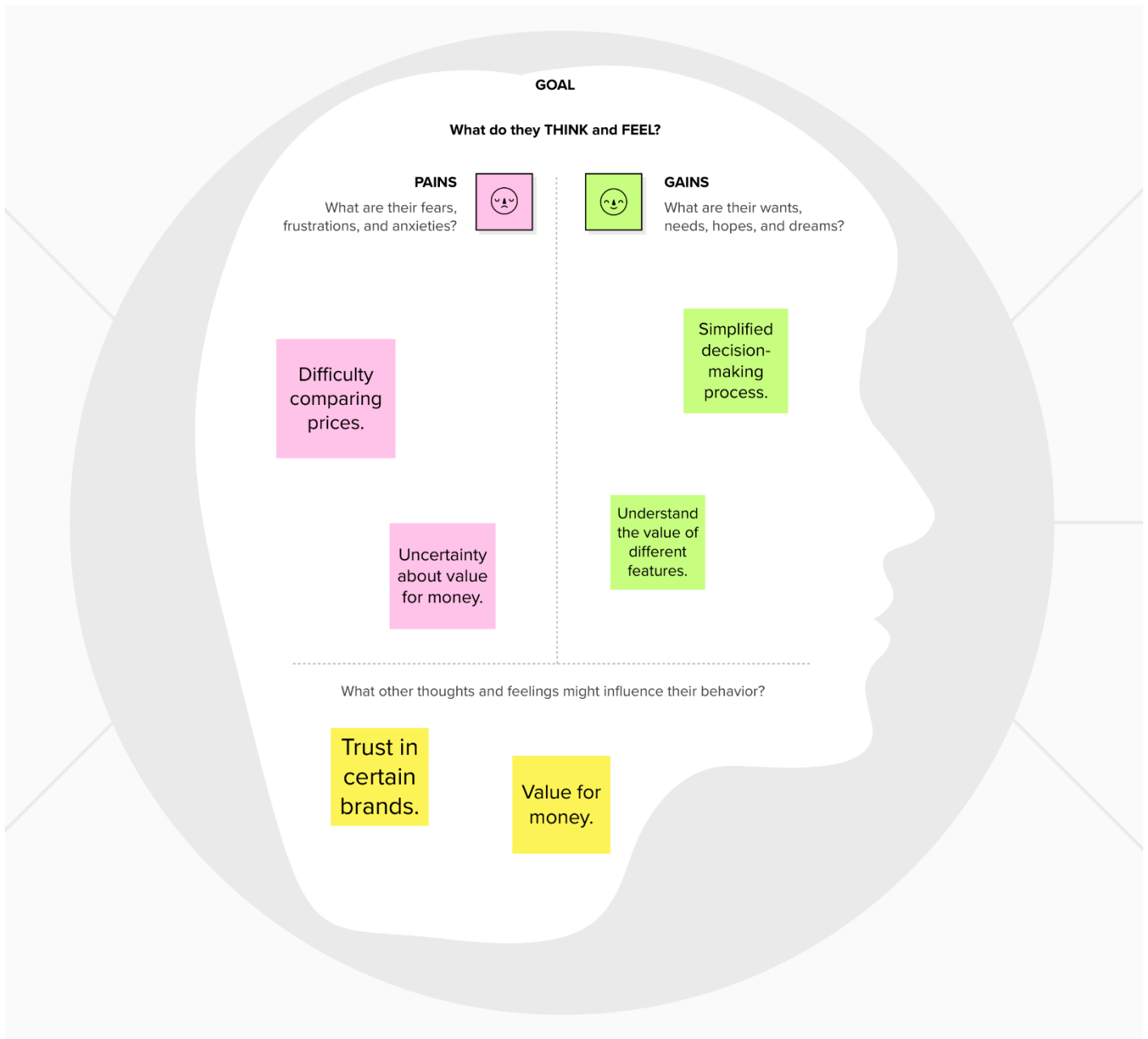
An empathy map is a simple, easy-to-digest visual that captures knowledge about a user behaviors and attitudes.

It is a useful tool to help 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.

Example:

 <p>WHO are we empathizing with? Who is the person we want to understand? What is the situation they are in? What is their role in the situation?</p> <div style="display: flex; justify-content: space-around; margin-top: 20px;"> <div style="background-color: #ffff00; padding: 5px; border: 1px solid black; text-align: center;">Tech-savvy smartwatch shoppers.</div> <div style="background-color: #ffff00; padding: 5px; border: 1px solid black; text-align: center;">Looking to buy a smartwatch.</div> </div>	<p style="text-align: right;">What do they need to DO?</p> <p style="text-align: right; font-size: small;">What do they need to do differently? What job(s) do they want or need to get done? What decision(s) do they need to make? How will we know they were successful?</p>  <div style="display: flex; justify-content: space-around; margin-top: 20px;"> <div style="background-color: #00ffff; padding: 5px; border: 1px solid black; text-align: center;">Make an informed decision.</div> <div style="background-color: #00ffff; padding: 5px; border: 1px solid black; text-align: center;">Use price prediction tools.</div> </div>
 <p>What do they HEAR? What are they hearing others say? What are they hearing from friends? What are they hearing from colleagues? What are they hearing second-hand?</p> <div style="display: flex; justify-content: space-around; margin-top: 20px;"> <div style="background-color: #ccccff; padding: 5px; border: 1px solid black; text-align: center;">Recommendations for specific brands/models.</div> <div style="background-color: #ccccff; padding: 5px; border: 1px solid black; text-align: center;">Positive/negative product experiences.</div> <div style="background-color: #ccccff; padding: 5px; border: 1px solid black; text-align: center;">Discussions about smartwatch features.</div> </div>	 <p style="text-align: right;">What do they SEE?</p> <p style="text-align: right; font-size: small;">What do they see in the marketplace? What do they see in their immediate environment? What do they see others saying and doing? What are they watching and reading?</p> <div style="display: flex; justify-content: space-around; margin-top: 20px;"> <div style="background-color: #ffcc00; padding: 5px; border: 1px solid black; text-align: center;">Smartwatch ads and reviews.</div> <div style="background-color: #ffcc00; padding: 5px; border: 1px solid black; text-align: center;">Various smartwatches in the market.</div> </div>
 <p>What do they DO? What do they do today? What behavior have we observed? What can we imagine them doing?</p> <div style="display: flex; justify-content: space-around; margin-top: 20px;"> <div style="background-color: #00ccff; padding: 5px; border: 1px solid black; text-align: center;">Researching products online.</div> <div style="background-color: #00ccff; padding: 5px; border: 1px solid black; text-align: center;">Comparing different options.</div> <div style="background-color: #00ccff; padding: 5px; border: 1px solid black; text-align: center;">Making purchasing decisions.</div> </div>	 <p style="text-align: right;">What do they SAY?</p> <p style="text-align: right; font-size: small;">What have we heard them say? What can we imagine them saying?</p> <div style="display: flex; justify-content: space-around; margin-top: 20px;"> <div style="background-color: #cc99ff; padding: 5px; border: 1px solid black; text-align: center;">Questions about price and value.</div> <div style="background-color: #cc99ff; padding: 5px; border: 1px solid black; text-align: center;">"What features do I need?"</div> </div>



- This project aims to develop a machine learning model to predict smartwatch prices based on features.