

Ideation Phase

Empathy map

Canvas

Date	19 September 2022
Team ID	PNT2022TMID591322
Project Name	The Future of work : Data Analysis of Glassdoor
Maximum Marks	4 Marks

Empathy Map Canvas (The Future of work : Data Analysis of Glassdoor)

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

The empathy map canvas for "The Future Of Work: Data Analysis Of Glassdoor Jobs" reveals key insights into the mindset of individuals navigating the job market in the data analysis field. They are actively engaging with Glassdoor listings, customizing their applications, and seeking advice from various sources. Emotionally, they are excited about lucrative job opportunities but also face concerns about competition, skill requirements, and the potential for job automation. Their primary needs include access to accurate job market data, strategies for enhancing their data analysis skills, insider tips for interviews, and solutions for achieving work-life balance. Understanding these perspectives is essential for tailoring effective strategies and solutions for this audience as they shape their careers in data analysis.

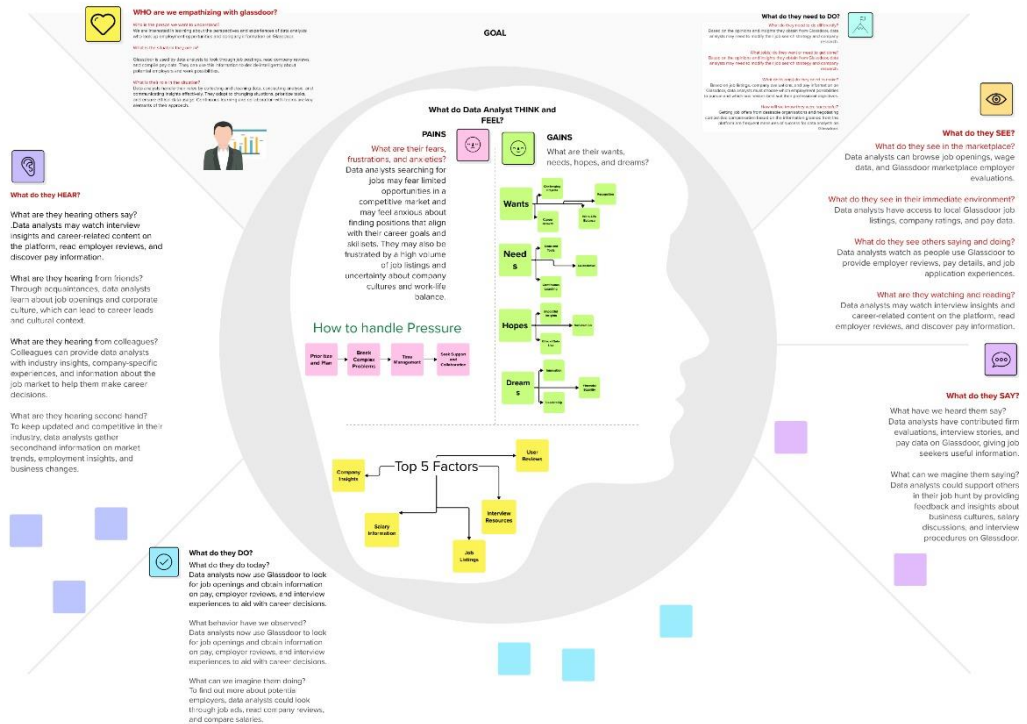
Data Analyst



Originally created by Dove Gray at



A Data Analyst job on Glassdoor involves working with data to extract insights and support decision-making. Responsibilities include data collection, analysis, visualization, and reporting. Qualifications typically include a related degree, proficiency in data analysis tools, and strong analytical skills. User reviews on Glassdoor offer insights into the work environment, salary, and job satisfaction. Data Analysts play a crucial role in leveraging data for informed decision-making within organizations.



<https://app.mural.co/t/dataanalyst8727/m/dataanalyst8727/1696740657646/8ed802feccd4534d98420719d75499a32d701138?sender=uaed03691a3bfd644193d4080>