

MONTHLY ASSESSMENT - I (Observation, Empathy and Define Phase)

(DATE : 27/07/19)

1. Why students/team have taken above mentioned domain? (Please specify the reason)

(Note: For more content or information, one may attach additional pages to this card.)

We have selected the domain - SHOPPING MALL / SUPERMART because every person is very close to this domain. So how we can improve the Features / Facilities of domain.

2. How frequently student team has gone for observation on field, mention with date, place, time etc.? Which are the key observations that they have noticed?

We have gone for observation on 20-JUL-19 in evening time at PVR Vidyanagar. Key observations are safety, security, Facilities, Features etc.

3. A. How many interactions/interviews team members have done?

we have done interactions with Managers, Employee and customers at Mall.

- B. Who are the user and various stakeholders on domain? Describe their persona (Name, age, occupation/education, roles and responsibility etc.)

Users are children, Managers, Employer customers and stakeholders are Suppliers, Investment, Manufacture company of various Field.

- C. List out the questions asked by team while having observation and interview?

we have asked them about happy moment and sad moment and problems which they have faced during different activities.

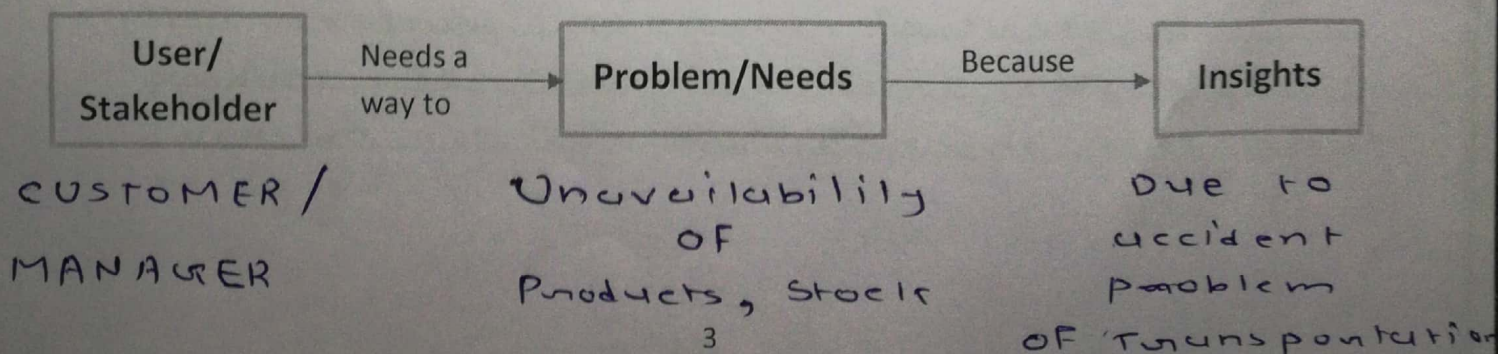
4. What is something special/random/unusual (i.e. activity, environment, interaction, object or user) team have observed at the domain? Please elaborate the conditions with photographs if available.

Environment of the mall is attractive
 noisy, crowded, lightning, Angen and cool.
 Interactions betⁿ them are customer-
 Manager and customer and computer.
 object are trucks, computers Trolley,
 Security camera, Users of mall are
 customer, worker, employee, Manager,
 students, transportation company etc.

5. Enlist any five major problems observed by your team in the respective domain. Mention any one for which you have empathize user the most and which might become your problem statement. Give reasons of selection of particular problem/issue based on empathy.

→ User have faced problems like
 waiting in queue for Billing,
 traffic, unavailability of stock,
 less space, handicap person for
 wheel chair, cleaning, stock
 checking. etc.

6. Define your "PROBLEM DEFINITION" for the project as per below format. Which might be refine till end of Ideation phase if you wish.



SUGESTIONS BY INTERNAL GUIDE:

AEIOU CANVAS SUGGESTIONS:

Found OK

EMPATHY CANVAS SUGGESTIONS:

found OK

MIND MAPPING SUGGESTIONS:

Found OK

GENERAL SUGESTIONS:

Found OK

Overall Mark (Out of 05):

04
~~Found OK~~

GUIDE SIGNATURE:



Date: 17/10/2019