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Project Planning Phase 1

Empathy Map

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Team ID: NM2023TMID07142

Project Name Project - "Analytics Tool For Placements"

1.1 Empathy Map Canvas

Before delving into the technical aspects of our project, we initiated our ideation process with a fundamental understanding of the stakeholders involved in the placement process. We created an Empathy Map Canvas to gain insights into their needs, motivations, and pain points:

Key Stakeholders:

- **Students**
- **Educational Institutions**
- **Corporate Recruiters**

Empathy Map:

- **What do they Say?**
- *Students:* "We want opportunities that align with our skills and ambitions."
- *Educational Institutions:* "We need to improve our placement success rates."
- *Corporate Recruiters:* "We seek top talent efficiently."
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- **What do they Think and Feel?**
- *Students:* Desire for a bright future, anxiety about job prospects.
- *Educational Institutions:* Concerned about providing value to students.
- *Corporate Recruiters:* Want a streamlined recruitment process.
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- **What do they See?**
- *Students:* Data-rich placement reports.
- *Educational Institutions:* Varied academic performance.
- *Corporate Recruiters:* Diverse candidate profiles.
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- **What do they Hear?**
- *Students:* Advice from peers and mentors.
- *Educational Institutions:* Feedback from recruiters and alumni.
- *Corporate Recruiters:* Recommendations from colleagues.

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  - **What are their Pains?**
  - *Students:* Lack of personalized guidance.
  - *Educational Institutions:* Difficulty in tracking and analyzing placement data.
  - *Corporate Recruiters:* Time-consuming candidate evaluations.
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  - **What are their Gains?**
  - *Students:* Secure job placements in line with career goals.
  - *Educational Institutions:* Improved placement success rates.
  - *Corporate Recruiters:* Access to a talent pool matching their requirements.

1.2 Ideation & Brainstorming

Based on the insights gained through the Empathy Map Canvas, we initiated a brainstorming session to devise a proposed solution that addresses the identified challenges and meets the needs of our stakeholders.

Here are the key ideas that emerged:

- **Centralized Data Repository:** Create a centralized data module using IBM Cognos Analytics, where all placement-related data is stored and can be easily accessed.

- **Data Visualization:** Develop a range of data visualizations and explorations in Cognos Analytics to provide real-time insights into placement data. This includes graphs, charts, and KPIs to help users quickly understand trends and patterns.

- **Dashboard Interface:** Construct an intuitive dashboard within Cognos Analytics that allows users to interact with the data, perform custom queries, and gain insights through a user-friendly interface.

- **Storytelling with Data:** Save and present data insights as stories in Cognos Analytics, enabling users to explore the narrative behind the data and understand the implications.

- **Web Integration:** Integrate the Cognos Analytics dashboard, stories, and reports into a web platform using iframe technology, ensuring that the data and insights are accessible to a wider audience.

These proposed solutions aim to streamline the placement process, provide students with personalized guidance, enable educational institutions to make data-driven decisions, and assist corporate recruiters in identifying the right candidates efficiently. Our project will move forward

with the implementation of these ideas to address the challenges and fulfill the aspirations of our stakeholders.