Ideation Phase

Empathize & Discover

Date	31 October 2025
Team ID	26F183223D3726BBDE54BD8DC6085AFC
Project Name	Optimize User, Group, and Role Management with Access Control and Workflow
Maximum Marks	2 Marks

Empathy Map Canvas:

 An empathy map canvas helps a team to deeply understand users by capturing what they say, think, feel, and do, along with what they see and hear in their environment. It also highlights their pains (challenges/frustrations) and gains (motivations/benefits). This understanding informs designing user-centered solutions.

Examples:

  1. Think & Fee

        a.   What truly matters to the user?

        b.   What occupies their thoughts?

        c.   What worries or excites them?

  2. Hear

        a.   What influences the user?

        b.   Who are their trusted sources?

        c.   What messages do they receive regularly?

  3. See

        a.   What does the user observe in their environment?

        b.   What opportunities or obstacles are visible?

  4. Say & Do

        a.   What does the user express verbally?

b. What actions do they take?

c. How do they behave in relevant situations?

5. Pain

a. What frustrations, risks, and challenges do users face?

b. What obstacles prevent success or satisfaction?

6. Gain

a. What are the benefits users look for?

b. What do they hope to achieve

Example:

Food Ordering & Delivery Application

- Think & Feel: Concerned about timely delivery, values accuracy and discounts.

- Hear: Friends' recommendations, advertisements, customer support.

- See: User-friendly UI, real-time tracking, diverse menu options.

- Say & Do: Frequently orders, shares feedback, contacts support.

- Pain: Delays, wrong orders, hidden fees.

- Gain: Fast delivery, accurate orders, transparent pricing.