Ideation Phase

Empathize & Discover

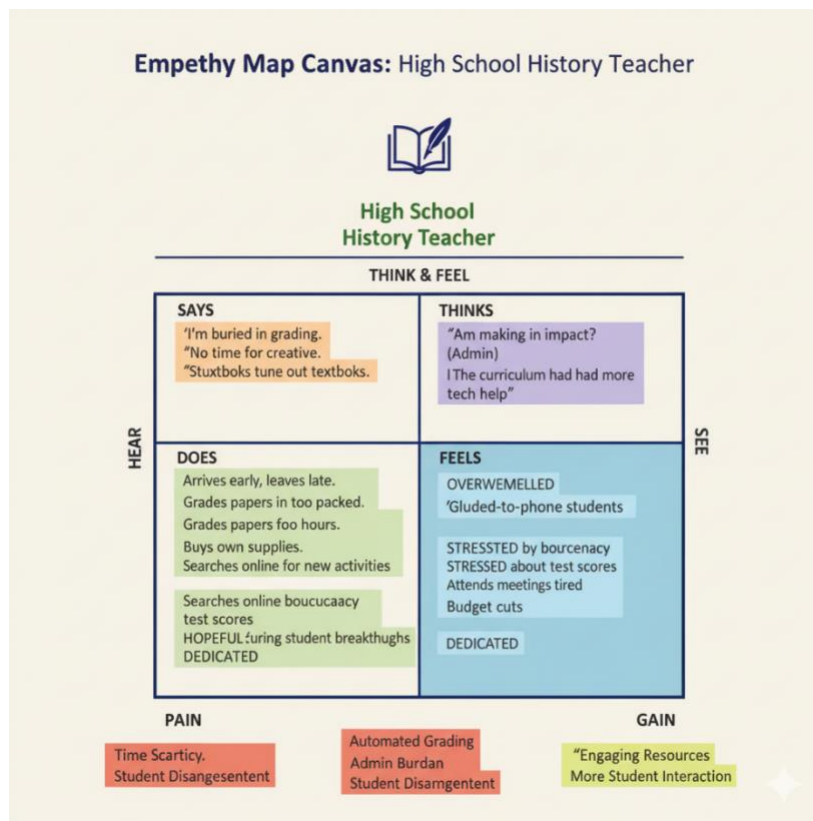| Date	02-11-2025
Team ID	NM2025TMID02428
Project Name	Educational Organization
Maximum Marks	4 Marks

Empathy Map Canvas:

      The School Administrator is deeply focused on maintaining educational quality and securing sufficient district funding, often emphasizing, "Student safety is my top priority," while expressing frustration over the limited budget for essential staff. They are frequently seen walking the halls, mediating between staff and parents, and answering emails late into the night. Confronted with crowded classrooms, aging facilities, and conflicting demands from the board ("Test scores are down") and staff ("The new policy adds more paperwork"), the administrator feels increasingly stressed and frustrated by bureaucratic inefficiencies. This mounting pressure underscores the urgent need for streamlined, centralized operational systems that reduce administrative burdens and allow them to concentrate on leadership and student success.

Example 1:

The main goal of an Empathy Map is to help a team move beyond assumptions by visually capturing a stakeholder's full experience—what they say, think, do, and feel—at a specific point in time. By revealing contradictions and uncovering unspoken needs, this visual framework fosters a shared, user-centered understanding that guides more effective design and problem-solving.

Example 2:

Empethy Map Canvas: High School History Teacher

High School History Teacher

THINK & FEEL

HEAR

SEE

SAYS
'I'm buried in grading.
"No time for creative.
"Stuxtboks tune out textboks.

THINKS
"Am making in impact? (Admin)
I The curriculum had had more tech help"

DOES
Arrives early, leaves late.
Grades papers in too packed.
Grades papers foo hours.
Buys own supplies.
Searches online for new activities

Searches online boucucaacy test scores
HOPEFUL ‡uring student breakthughs
DEDICATED

FEELS
OVERWEMELLED
'Gluded-to-phone students

STRESSSTED by bourcenacy
STRESSSTED about test scores
Attends meetings tired
Budget cuts

DEDICATED

PAIN

Time Scarticy.
Student Disangesentent

Automated Grading
Admin Burdan
Student Disamgentent

GAIN

"Engaging Resources
More Student Interaction

The High School History Teacher faces a deep internal conflict: despite their strong commitment to delivering engaging, high-quality instruction and preparing students for the future, they feel overwhelmed and frustrated by administrative burdens and a constant lack of time. This frustration is reinforced by what they see—colleagues leaving the profession—and what they hear—conflicting demands from students and administrators. Yet, their actions tell another story: working late nights and purchasing classroom materials out of pocket. Their challenge isn't a lack of dedication, but a systemic shortage of time caused by inefficient grading processes and difficulty finding relevant, diverse curriculum materials. This creates an urgent need for automated assessment tools and easily accessible, curated resources that allow teachers to reclaim their time for meaningful teaching.

.