

Ideation Phase

Empathize & Discover

Date	21 October 2023
Team ID	NM2023TMID05560
Project Name	Tracking Public Infrastructure and Toll Payments
Maximum Marks	4 Marks

Empathy Map Canvas:

features, or discuss decisions.

The Empathy Map Canvas is a tool for understanding user needs and experiences. It is structured around a central profile of a person, with various sections for gathering user insights. The central profile is labeled "Tracking Public Infrastructure and Toll Payments".

WHO are we empathizing with?

- Who is the person we want to understand?
- What is the situation they are in?
- What is their role in the situation?

What do they HEAR?

- What are they hearing others say?
- What are they hearing from friends?
- What are they hearing from colleagues?
- What are they hearing second-hand?

What do they THINK and FEEL?

PAINS

- What are their fears, frustrations, and anxieties?

GAINS

- What are their wants, needs, hopes, and dreams?

What do they need to DO?

- What do they need to do differently?
- What job(s) do they want or need to get done?
- What decision(s) do they need to make?
- How will we know they were successful?

What do they SEE?

- What do they see in the marketplace?
- What do they see in their immediate environment?
- What do they see others saying and doing?
- What are they watching and reading?

What do they SAY?

- What have we heard them say?
- What can we imagine them saying?

What do they DO?

- What do they do today?
- What behavior have we observed?
- What can we imagine them doing?

What other thoughts and feelings might influence their behavior?