


IdeationPhase

Empathize & Discover

Date	19 March 2023
Team ID	NM2023TMID11739
Project Name	Project – Build an employee travel approval application for corporate
Maximum Marks	5 Marks

Empathy Map (A CRM Application for Schools/ Colleges)

Template



Empathy map

Use this framework to develop a deep, shared understanding and empathy for other people. An empathy map helps describe the aspects of a user's experience, needs and pain points, to quickly understand your users' experience and mindset.

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Build empathy

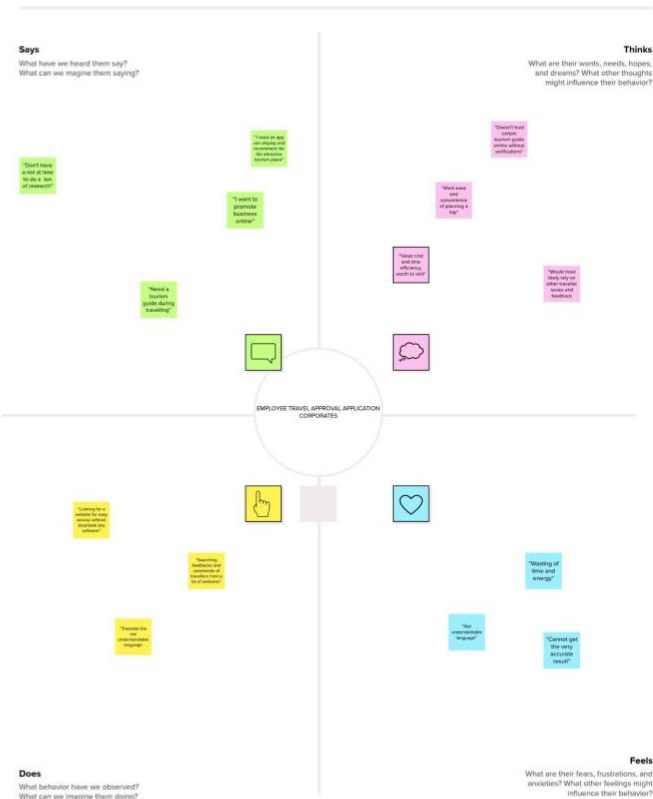
The information you add here should be representative of the observations and research you've done about your users.


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

Thinks
What are their wants, needs, hopes, and dreams? What other thoughts might influence their behavior?

Does
What behavior have we observed?
What can we imagine them doing?





Feels
What are their fears, frustrations, and anxieties? What other feelings might influence their behavior?





Need some inspiration?
See a finished version of this template to kickstart your work.

[Open example](#)

IdeationPhase
Brainstorm & Idea Prioritization
Template

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Brainstorm & Idea Prioritization Template:

Brainstorming provides a free and open environment that encourages everyone within a team to participate in the creative thinking process that leads to problem solving. Prioritizing volume over value, out-of-the-box ideas are welcome and built upon, and all participants are encouraged to collaborate, helping each other develop a rich amount of creative solutions.

Use this template in your own brainstorming sessions so your team can unleash their imagination and start shaping concepts even if you're not sitting in the same room.

Reference: <https://www.mural.co/templates/empathy-map-canvas>

IdeationPhase

Step-1: Team Gathering, Collaboration and Select the Problem Statement

Brainstorm & idea prioritization

🕒 10 minutes to prepare
🕒 1 hour to collaborate
👥 2-8 people recommended

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⌚ 10 minutes

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-

5 minutes

what is the travel and expense process in an organization? what does travel management company do? what are the benefits of a corporate travel agent? Advantages of using cflow for travel request approval?

To run an smooth and productive session

- Stay in topic.
- Encourage wild ideas.
- Defer judgment.
- Listen to others.
- Go for volume.
- If possible, be visual.

Inspiration?
See a finished version
of this template to
kickstart your work.

[Open example](#) →

Step-2: Brainstorm, Idea Listing and Grouping

Geethanjali.S

- Aligning company objectives with travel
- Simplifies and streamlines your workspace
- A corporate travel agency or system saves employees time
- Employees don't have to spend time visiting multiple departments in company

Sowmya.M

- Developing and implementing a corporate travel strategy
- Helps you manage risk
- An ABC or IATA licensed corporate travel agent
- HR and finance team will get all details at once to plan to cut on work leave ahead

Nivetha.S

- Ensuring the security of passengers
- Provides integrated and centralized data reporting
- A corporate travel agency may provide traveller support
- Managers can approve the final request in one easy step

Dharani.S

- Developing approval processes for trip requests
- Reduces your travel costs
- A system-led corporate travel agent provides reports
- Timely modifications keep everyone notified of the upcoming trip

Group ideas

Take turns sharing your ideas while clustering similar or related notes as you go. Once all sticky notes have been grouped, give each cluster a sentence-like label. If a cluster is bigger than six sticky notes, try and see if you can break it up into smaller sub-groups.

20 minutes

Benefits

- *Traveling makes you more mentally and physically healthy
- *Traveling can expand your horizons

Advantages

- *Travel make you healthier
- *travel relieves stress
- *travel enhances your creativity

features

- *A travel planner feature
- *Transportation services
- *Booking service
- *Travel journal

TIP

Add customizable tags to sticky notes to create a map to find, browse, organize, and categorize important ideas as themes within your board.

Step-3: Idea Prioritization

4 Prioritize

Your team should all be on the same page about what's important moving forward. Place your ideas on this grid to determine which ideas are important and which are feasible.

20 minutes

After you collaborate

You can export the mural as an image or pdf to share with members of your company who might find it helpful.

Quick add-ons

- Share the mural**
Share a view link to the mural with stakeholders to help them in the top about the outcomes of the session.
- Export the mural**
Export a copy of the mural as a PNG or PDF to attach to emails, include in slides, or save in your drive.

Keep moving forward

- Strategy blueprint**
Define the components of a new idea or strategy.
[Open the template](#)
- Customer experience journey map**
Understand customer needs, motivations, and obstacles for an experience.
[Open the template](#)
- Strengths, weaknesses, opportunities & threats**
Identify strengths, weaknesses, opportunities, and threats (SWOT) to develop a plan.
[Open the template](#)

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