

Ideation Phase

Empathize & Discover

Date	18 OCT 2023
Team ID	NM2023TMID09424
Project Name	Globetrek Insights: Navigating Global Country Data With Ibm Cognos

Empathy Map Canvas:

Thinks

- We believe data is the key to informed decision-making on a global scale.
- We recognize IBM Cognos as a potent tool for data visualization and analysis.

Does

- We collect data from diverse sources, including economic, social, and political data for various countries.
- We use IBM Cognos to analyze, visualize, and interpret this data.
- We turn raw data into actionable insights and create reports and dashboards to present these insights effectively.

Pain:

- We recognize potential data quality issues and are committed to addressing them.
- We acknowledge resource constraints and will make the most of available resources.
- We understand the risk of user misinterpretation and will work to mitigate it.

Feels

- We're excited to explore and analyze global data.
- We understand that challenges may arise but are determined to overcome them.
- We envision a positive impact on decision-making and global understanding.

Hears

- We actively seek feedback from stakeholders, experts, and users.
- We value the insights and opinions of global experts in relevant fields.
- We aim to gauge user reactions and ensure the insights are valuable.

Gain:

- Our project leads to better decision-making for businesses, governments, and individuals.
- Visualized insights simplify complex data for enhanced understanding.
- We contribute to a broader understanding of global trends and issues.
- The project offers opportunities for skill development in data analysis, visualization, and communication.