

Project Brief

World Citizen is a humanitarian organization with a vision to help people who are suffering and provide them with some needed supplies. In this case, they want to provide clothes

After a detailed analysis of the competitive landscape, World Citizen founders David Oluseyi and Lisa Everdeen have decided to create an online clothes donation platform across your continent. Their goal is that anyone anywhere in your continent can be able to donate clothes easily.

Following the submission of your interview script, David has requested that you should interview 5 potential users. David and Lisa would like you to take note of those emotional cues that an online survey wouldn't capture so they have requested that you must have at least 2 of these interviews in person.

Deliverables

Following the submission of your interview notes. You are to develop the following:

*A combined empathy map for all your interview subjects.

*Identify the Pain Points.

Following the submission of your Empathy Map and Pain Points, you have been asked to work on the following:

1. A list of well-articulated ideas from the pain points you've identified.
2. A list of actors identified and ideas.

3. A Prioritization Grid for each actor.