

## Ideation Phase

### Empathize & Discover

Date	23 March 2023
Team ID	NM2023TMID11716
Project Name	Project – BUILD AN EMPLOYEE TRAVEL APPROVAL APPLICATION FOR CORPORATES
Maximum Marks	5 Marks

### Empathy Map (BUILD AN EMPLOYEE TRAVEL APPROVAL APPLICATION FOR CORPORATES)

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

[Open example](#)

### 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?

Let's stop for time

I will check the departure date

Let I make my own reservation

When necessary, we may be asked to

recovery seeking

recognition, relaxation

relationship and self development

travel for pleasure

paragraph...

**Thinks**

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

I am not sure about the time to go to the airport

After some research and travel time

considerable time, make a rough trip

check travel requirements for your destination

Type your heading...

BUILD AN EMPLOYEE TRAVEL APPROVAL APPLICATION FOR CORPORATES

unclear travel expense policy

significant processes

increased policies

slow response velocity

**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?

## Ideation Phase

### 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>

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

# Ideation Phase

Template



## Brainstorm & idea prioritization

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.

🕒 10 minutes to prepare

🕒 1 hour to collaborate

👤 2-8 people recommended

💬 Share template feedback



### Before you collaborate

A little bit of preparation goes a long way with this session. Here's what you need to do to get going.

🕒 10 minutes

#### A Team gathering

Define who should participate in the session and send an invite. Share relevant information or pre-work ahead.

#### B Set the goal

Think about the problem you'll be focusing on solving in the brainstorming session.

#### C Learn how to use the facilitation tools

Use the Facilitation Superpowers to run a happy and productive session.

[Open article](#) →

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### Define your problem statement

What problem are you trying to solve? Frame your problem as a How Might We statement. This will be the focus of your brainstorm.

🕒 5 minutes



### Key rules of brainstorming

To run a smooth and productive session



Stay in topic.



Encourage wild ideas.



Defer judgment.



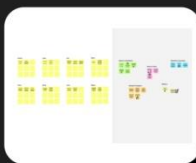
Listen to others.



Go for volume.



If possible, be visual.



### Need some inspiration?

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

[Open example](#) →

## Step-2: Brainstorm, Idea Listing and Grouping

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### Brainstorm

Write down any ideas that come to mind that address your problem statement.

10 minutes

**TIP**  
You can select a sticky note and hit the pencil (switch to sketch) icon to start drawing!



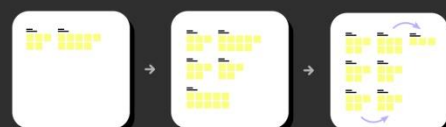
3

### 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

**TIP**  
Add customizable tags to sticky notes to make it easier to find, browse, organize, and categorize important ideas as themes within your mind.



## 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

- A Share the mural**  
Share a view link to the mural with stakeholders to keep them in the loop about the outcomes of the session.
- B 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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