

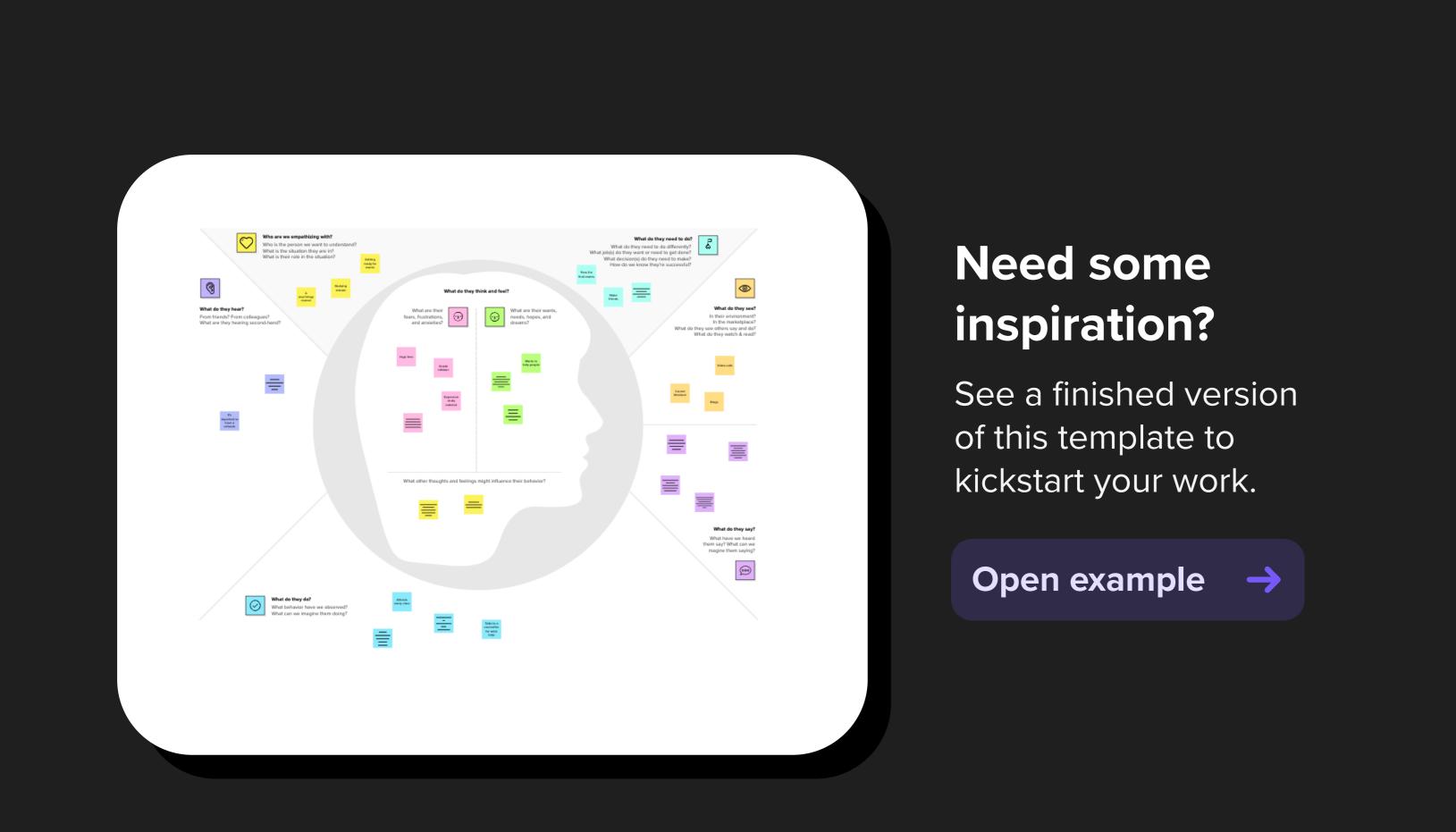
## Empathy map canvas

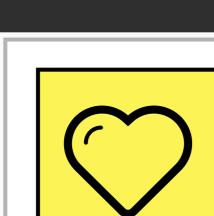
Use this framework to empathize with a customer, user, or any person who is affected by a team's work. Document and discuss your observations and note your assumptions to gain more empathy for the people you serve.

Originally created by Dave Gray at



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### 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?

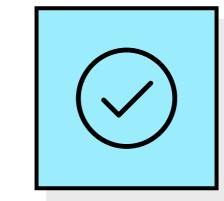
> trend can often be found by establishing a line chart. A trendline is the line formed between a high and a low. If that line is going up, the trend is up. If the trendline is sloping downward, the trend is down

The pattern recognition a supervised approach is called classification. These algorithms use a two stage methodology for identifying the patterns.

he first stage the development/construction of the model and the second stage involves the prediction for new or unseen object

Pattern recognition is used for identifying important data trends. These trends can be used for future predictions. An analysis is required in almost every domain be it technical or non-technical

We keep the data as unlabeled. Now, suppose we encounter a situation where someone comes and tells us to identify a new fruit that was added to the basket. In such a case we make use of a concept called clustering



## What do they DO?

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

Campus recruitment is a strategy for sourcing, engaging and hiring young talent for internship and entry-level positions

College recruiting is typically a tactic for medium- to large-sized companies with highvolume recruiting needs, but can range from small efforts

Social justice and activism: Campus project ideas also frequently revolve around social justice and activism

# Develop shared understanding and

Symposize the data you have gathered related to the people that are impacted by your work. It will help you generate ideas, prioritize features, or discuss decisions.

We often collect data so that we can find patterns in the data, like numbers trending upwards or correlations between two sets of numbers.



#### 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 THINK and FEEL?

Conducting surveys of students on valuable insights into what project ideas are currently popular or in demand.

Looking at the types of projects that various campus organizations are undertaking can also provide insigh into current trends.

> Monitoring social media channels can also provide insight into what types of projects are currently being discussed on

Sustainability and environmentalism: Many campus project ideas revolve around

We often collect data so that we can find

Depending on the data and the patterns, sometimes we of the data. Other times, it helps to visualize the data n a chart, like a time series line graph, or scatter plot.

basic understanding of the types and uses of trend and pattern analysis is crucial if an enterprise wishes to take full advantage of these analytical techniques and produce reports and findings that will

help the business to achieve

its goals and to compete in its

market of choice

Identifying patterns helps to build a strong foundation for understanding of the counting sequence - for example, it helps in recognising that when numbers are added in different orders, the total stays the same. It also helps to develop observation and prediction skills which are important in

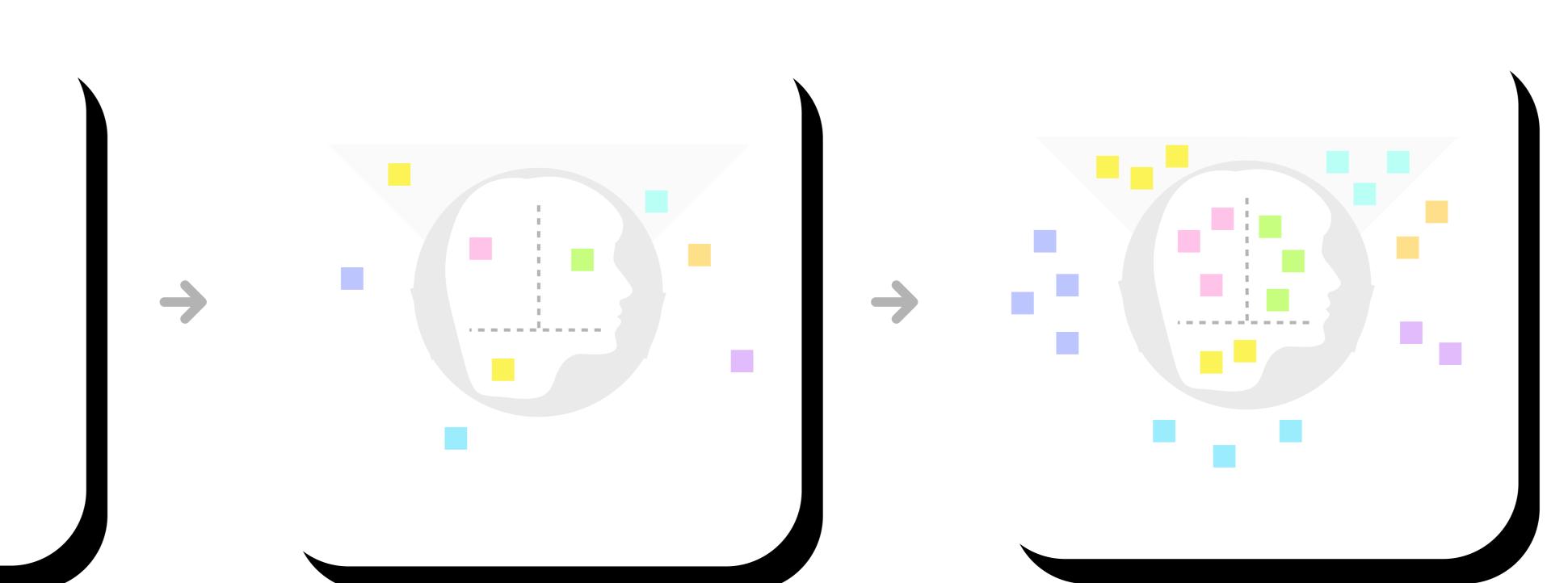
science learning.

Irregular patterns are changes that do not follow any kind of regularity. They are changes that are influenced by unexplained factors.

A reversal pattern describes when the trend changes from direct to indirect or increasing to decreasing. Seasonality is a periodic and generally predictable pattern that repeats over a one-year period.

As mentioned, analysis of trend patterns is an integral part of scientific discoveries. However, it is also used in many other applications. It is heavily used in finance and business analysis to predict the movement of prices of stocks and products.

It is used in the fashion industry to predict shopping habits and what will be popular among consumers. It is also used in statistics to identify patterns in a large amount of data.



Pattern Recognition is defined as the process of identifying the trends (global or local) in the given pattern. A pattern can be defined as anything that follows a trend and exhibits some kind of regularity. The recognition of patterns can be done physically, mathematically