DATA ANALYTICS WITH IBM COGNOS

SMARTINTERNZ EXTERNSHIP

DATE	23 October 2023
EXTERNSHIP TITLE	Data Analytics With Ibm Cognos Analytics
PROJECT NAME	Depression: A CommonMental Disorder

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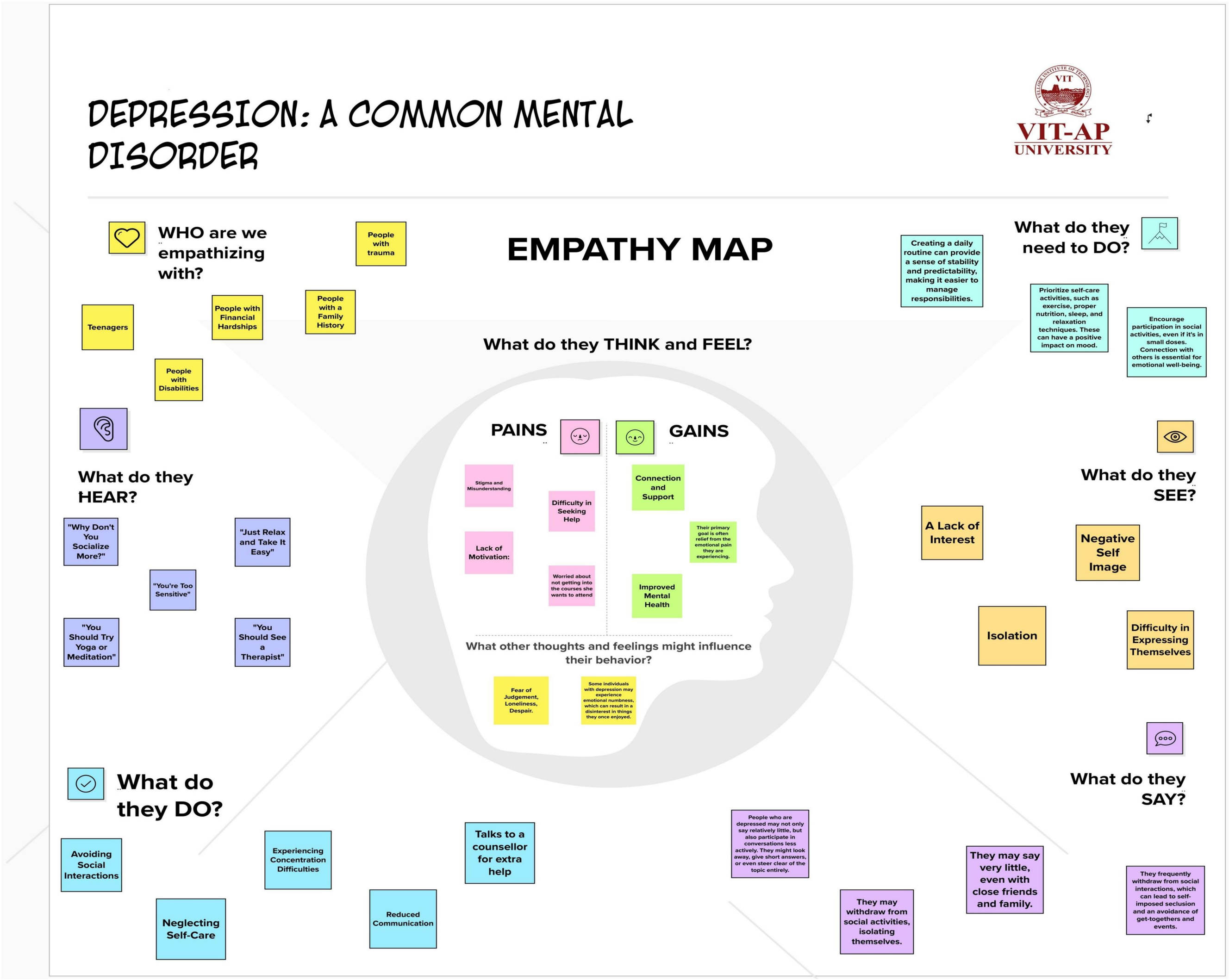
Empathize & Discover

Empathy Map Canvas:

An empathy map is a simple, easy-to-digest visual that capturesknowledge about a user's behaviour and attitudes.It is a useful tool to helps teams better understand their users. Creating an effective solution requires understanding the true problemand the person who is experiencing it. The exercise of creating the map helps participantsconsider things from the user's perspective along with his or her goals and challenges.

Link :
https://app.mural.co/t/hennayasmine6370/m/hennayasmine6370/1697732605400/f8051bf4a163ad803c1e45fe39e5fd54aad24e17?sender=u77e045999192463f29ab4701



DEPRESSION: A COMMON MENTAL DISORDER

VIT-AP
UNIVERSITY

EMPATHY MAP

WHO are we empathizing with?

- People with trauma
- Teenagers
- People with Financial Hardships
- People with a Family History
- People with Disabilities

What do they HEAR?

- "Why Don't You Socialize More?"
- "Just Relax and Take It Easy"
- "You're Too Sensitive"
- "You Should Try Yoga or Meditation"
- "You Should See a Therapist"

What do they DO?

- Avoiding Social Interactions
- Experiencing Concentration Difficulties
- Talks to a counsellor for extra help
- Neglecting Self-Care
- Reduced Communication

What do they THINK and FEEL?

PAINS

- Stigma and Misunderstanding
- Difficulty in Seeking Help
- Lack of Motivation:
- Worried about not getting into the courses she wants to attend

GAINS

- Connection and Support
- Their primary goal is often relief from the emotional pain they are experiencing.
- Improved Mental Health

What other thoughts and feelings might influence their behavior?

- Fear of Judgement, Loneliness, Despair.
- Some individuals with depression may experience emotional numbness, which can result in a disinterest in things they once enjoyed.

What do they need to DO?

- Creating a daily routine can provide a sense of stability and predictability, making it easier to manage responsibilities.
- Prioritize self-care activities, such as exercise, proper nutrition, sleep, and relaxation techniques. These can have a positive impact on mood.
- Encourage participation in social activities, even if it's in small doses. Connection with others is essential for emotional well-being.

What do they SEE?

- A Lack of Interest
- Negative Self Image
- Isolation
- Difficulty in Expressing Themselves

What do they SAY?

- People who are depressed may not only say relatively little, but also participate in conversations less actively. They might look away, give short answers, or even steer clear of the topic entirely.
- They may withdraw from social activities, isolating themselves.
- They may say very little, even with close friends and family.
- They frequently withdraw from social interactions, which can lead to self-imposed seclusion and an avoidance of get-togethers and events.