### Ideation Phase Empathize & Discover

Date	10 October 2023
Team ID	PNT2022TMID591190
Project Name	Empowering The Future: A Literacy Rate Analysis for A Better Future Tomorrow
Maximum Marks	4 Marks

### **Empathy Map Canvas:**

An empathy map is a simple, easy-to-digest visual that captures knowledge about a user's behaviors and attitudes.

Understanding the empathy map for individuals facing literacy challenges in India provides insight into their thoughts, feelings, and motivations. They hear about the critical role of literacy in economic development and opportunities, both in formal conversations and from their social circles. They might encounter stories of success from those who have improved their literacy skills. These inputs shape their perceptions of the world.

In their daily lives, they often struggle with tasks that require reading and writing, such as completing forms or comprehending instructions. Seeking informal learning from friends and family is a common behavior, but it only goes so far in addressing their limitations, especially when it comes to job applications or understanding essential documents.

What needs to change is their approach. They need to actively seek out literacy education and support, recognizing that becoming functionally literate is a crucial task they must undertake. The desire to secure better job opportunities and make informed decisions drives their motivation, and success can be measured when they can independently read and understand essential information.

Ref: Empathy map in next page



# **Empathy map**

canvas

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



### individuals in India who are not · We are empathizing with

- . The person we want to
- understand is someone who lacks basic literacy skills.
- they are unable to read and write with understanding. Their role in this situation

They are in a situation where

challenges due to their lack of educational and economic of an individual who face



### WHAT do they hear?

left behind in an increasingly litera society. They may their limitations and feel frustrated with anxious about not

- They may hear others express the importance of literacy for personal and
- opportunities, support, or From friends, they might hear about educational experiences related to literacy.
- opportunities and career Colleagues may share insights on how literacy can impact job advancement.

Today, they may struggle with daily tasks that

What do they DO?

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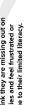
require reading and writing, like filling out

forms or reading

instructions.

success and improved livelihoods due to literacy. Second-hand, they might hear stories of people's

### They may think they are missing out on opportunities and feel frustrated or isolated due to their limited literacy.





(3)

PAINS

Their fears may include the fear of missing out on job

opportunities and

the fear of being

### Their wants include the desire for basic literacy skills, and encompass access to quality literacy education. Their

achieving economic better job prospects may revolve around hopes and dreams and an improved independence, quality of life



navigate a world that relies heavily

being able to on literacy.



Feelings of embarrassment, shame, or a desire to prove themselves might influence their behavior, as well as a sense of determination and the hope for a brighter future through literacy.



### What do they SAY? read that book" and "I feel left out because I We've heard them say, "I wish I could

can't read messages."

determined to learn to read and write" and "Literacy will open up new opportunities for me." We can imagine them saying, "I'm



# What do they SEE?

- In their immediate environment, with job applications or reading
- They see others talking about their educational achievements and observe them taking steps to enhance their literacy skills.
- · They may be watching TV or the ability to understand and engage with the information

Share template feedback

their literacy, like enrolling

taking steps to improve

We can imagine them

seeking informal ways to learn, such as asking for

help from family or

We've observed them

courses to gain vital skills.

programs or online in adult education

# Develop shared understanding and empathy Summarize 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.

# **Empowering The Future: A Literacy Rate Analysis** For A Better Future Tomorrow

- What do they need to . They need to seek out literage? education and support to do things differently.
- The job they want or need to functionally literate and participate more fully in get done is to become society.
- time and effort in learning to read and write effectively.

. They need to decide to invest

comprehend essential information, access better job engage in various aspects of life that require literacy skills. opportunities, and actively successful when they can independently read and · We'll know they were



- advertisements and signs, but their limited literacy may make it challenging to understand them · In the marketplace, they see
- they see the impact of literacy on their daily lives, like struggling important documents.