

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 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



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.



WHO

- We are empathizing with individuals in India who are not literate.
- The person we want to understand is someone who lacks basic literacy skills.
- They are in a situation where they are unable to read and write with understanding.
- Their role in this situation of an individual who faces educational and economic challenges due to their lack of literacy.



WHAT do they hear?

- They may hear others express the importance of literacy for personal and economic development.
- From friends, they might hear about educational opportunities, support, or experiences related to literacy.
- Colleagues may share insights on how literacy can impact job opportunities and career advancement.
- Second-hand, they might hear stories of people's success and improved livelihoods due to literacy.



What do they DO?

- Today, they may struggle with daily tasks that require reading and writing, like filling out forms or reading instructions.
- We've observed them seeking informal ways to learn, such as asking for help from family or friends.
- We can imagine them taking steps to improve their literacy, like enrolling in adult education programs or online courses to gain vital skills.

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



PAINS

Their fears may include the fear of missing out on job opportunities and the fear of being left behind in an increasingly literate society. They may feel frustrated with their limitations and their anxieties about not being able to navigate a world that relies heavily on literacy.



GAINS

Their wants include the desire for basic literacy skills, and their needs encompass access to quality literacy education. Their hopes and dreams may revolve around achieving economic independence, better job prospects, and an improved quality of life through 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?

- We've heard them say, "I wish I could read that book" and "I feel left out because I can't read messages."
- We can imagine them saying, "I'm determined to learn to read and write" and "Literacy will open up new opportunities for me."

What do they SEE?

- In the marketplace, they see advertisements and signs, but their limited literacy may make it challenging to understand them fully.
- In their immediate environment, they see the impact of literacy on their daily lives, like struggling with job applications or reading important documents.
- They see others talking about their educational achievements and observe them taking steps to enhance their literacy skills.
- They may be watching TV or reading newspapers, desiring the ability to understand and engage with the information presented.



What do they need to do?

- They need to seek out literacy education and support to do things differently.
- The job they want or need to get done is to become functionally literate and participate more fully in society.
- They need to decide to invest time and effort in learning to read and write effectively.
- We'll know they were successful when they can independently read and comprehend essential information, access better job opportunities, and actively engage in various aspects of life that require literacy skills.



What do they SEE?

- In the marketplace, they see advertisements and signs, but their limited literacy may make it challenging to understand them fully.
- In their immediate environment, they see the impact of literacy on their daily lives, like struggling with job applications or reading important documents.
- They see others talking about their educational achievements and observe them taking steps to enhance their literacy skills.
- They may be watching TV or reading newspapers, desiring the ability to understand and engage with the information presented.