Ideation Phase
Empathize & Discover

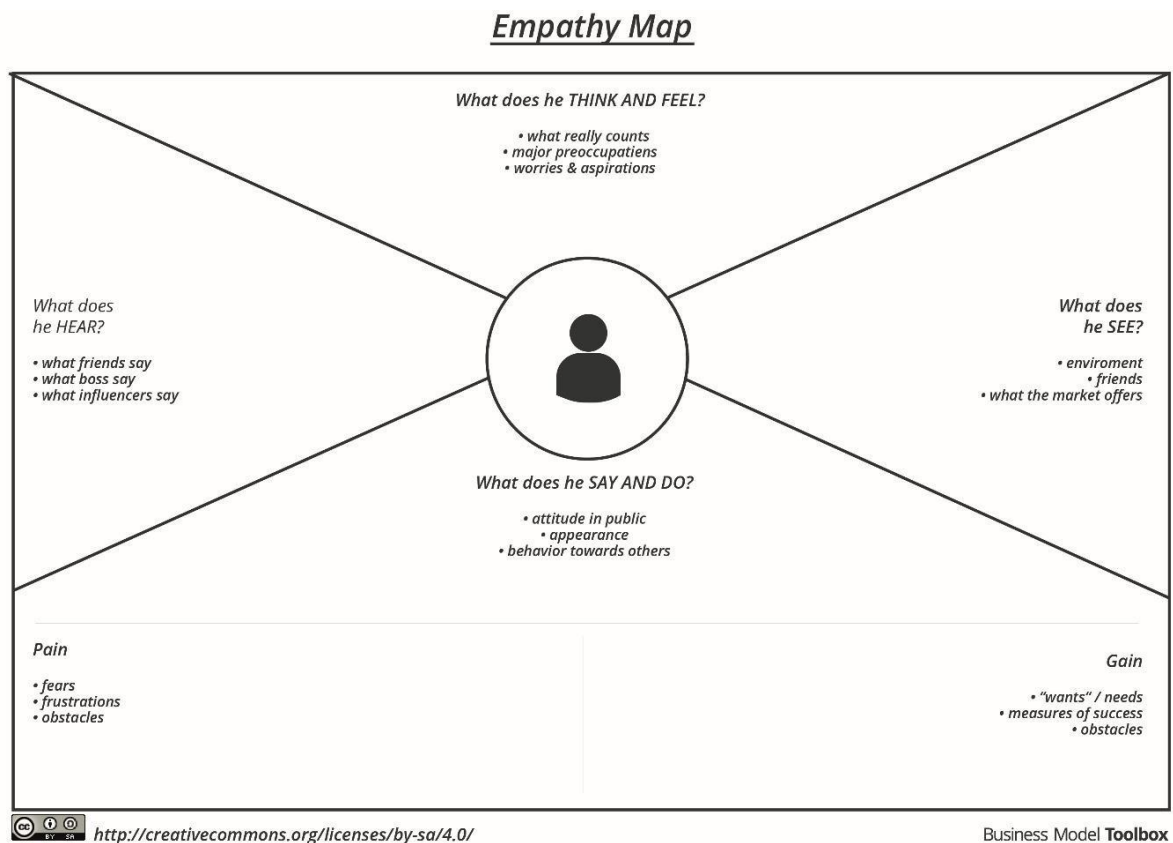| Date	18 October 2023
Team ID	PNT2022TMID591205
Project Name	Project - Empowering the Future: A Literacy Rate Analysis for a Better Future Tomorrow
Maximum Marks	4 Marks

Empathy Map Canvas:

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

It is a useful tool to helps teams better understand their users.
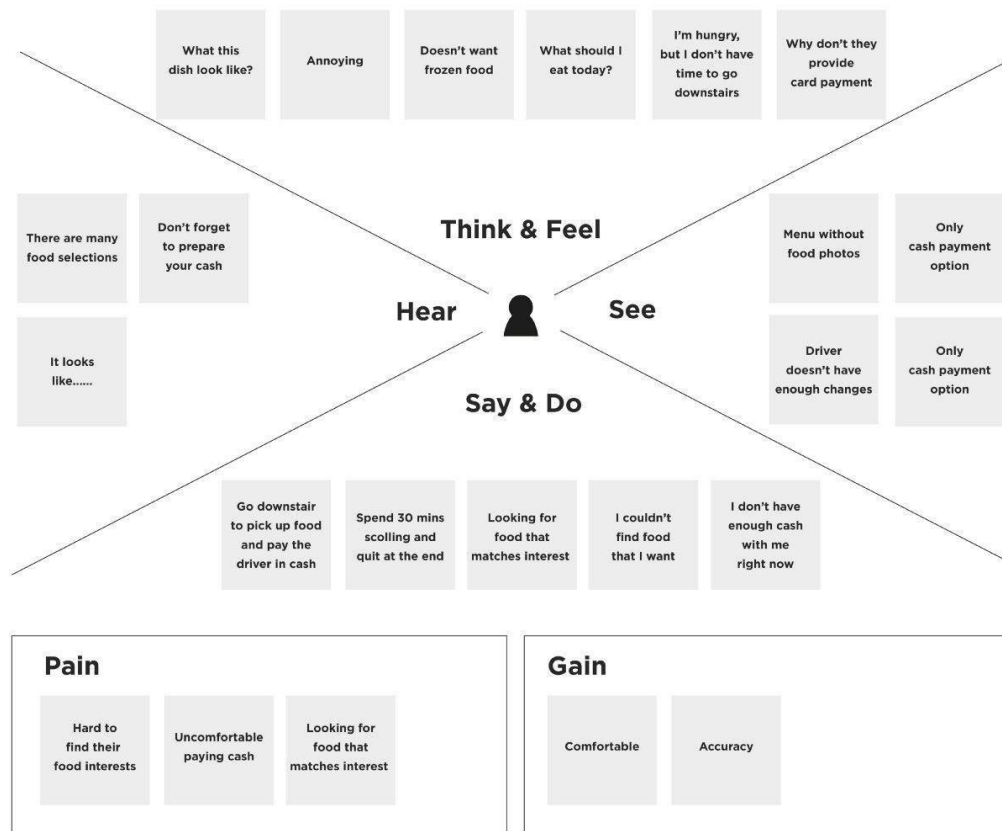Creating an effective solution requires understanding the true problem and the person who is experiencing it. The exercise of creating the map helps participants consider things from the user's perspective along with his or her goals and challenges.

Example:

Reference: https://www.mural.co/templates/empathy-map-canvas

Example: Food Ordering & Delivery Application

Think & Feel

What this dish look like?

Annoying

Doesn't want frozen food

What should I eat today?

I'm hungry, but I don't have time to go downstairs

Why don't they provide card payment

Hear

There are many food selections

Don't forget to prepare your cash

It looks like……

See

Menu without food photos

Only cash payment option

Driver doesn't have enough changes

Only cash payment option

Say & Do

Go downstair to pick up food and pay the driver in cash

Spend 30 mins scolling and quit at the end

Looking for food that matches interest

I couldn't find food that I want

I don't have enough cash with me right now

Pain

Hard to find their food interests

Uncomfortable paying cash

Looking for food that matches interest

Gain

Comfortable

Accuracy

GOAL

What do they need to DO?

They need to analyze the current literacy rate and sort new methods to improve. They need to build new strategies in improving the literacy rate. They should arrange funding and new employees required.

WHO are we empathizing with?

We are empathizing with officials and organizations which are concerned about improving the literacy rate. We are letting the uneducated to know about the importance of education.

What do they THINK and FEEL?

PAINS

Government officials often fear that limited funding and resources may hinder their ability to effectively support literacy initiatives. Advocating for literacy programs might generate political backlash, as opponents may question the allocation of resources or the effectiveness of such initiatives. They are often frustrated by the lack of comprehensive and up-to-date data on literacy rates and educational disparities.
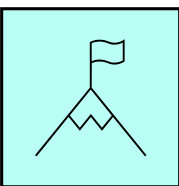
GAINS

One of the most significant gains is the potential for public success. When well-crafted policies and funding allocation lead to improved literacy rates and educational outcomes, officials receive recognition and support from their constituents. This can enhance their reputation and political standing. Furthermore, advocating for literacy aligns with the long-term interests of the nation. A more educated and informed citizenry can lead to economic growth, reduced poverty, and increased civic engagement, which benefits society as a whole.

Government officials advocate for literacy driven by a sense of duty, as they believe it's their fundamental responsibility. This commitment is rooted in their hope that advocating for literacy will lead to positive, lasting change for individuals and communities.

What do they HEAR?

They hear from people about the education standards being improved.

They hear from their friends that they are doing a good job and the number of un educated people had decreased.

The colleagues and others appreciate them for their work.

They will be encouraged and valued for their efforts they put

into increasing the number of educated.

What do they SEE?

They see the availability of educational resources and the role of the private sector and the demand for literacy skills in the job market.

They see the specific literacy challenges and needs within their immediate environment.

Paying attention to research findings and recommendations from educational experts to inform evidence-based policy decisions.

Reading government documents, reports, and briefings on education

and literacy, which are crucial for staying updated on current policies, initiatives, and funding allocation.

as necessary to ensure progress

What do they DO?

Implement policies and allocate funding to improve literacy at national level

Conducting research and data analysis to understand the current state of literacy education in the country.

Monitor the effectiveness of these policies and adjust them

What do they SAY?

We hear them say about theirstruggles in implementing their strategies. They say about the hardships. They say about the importance of doing the job andimproving the literacy rate