

Ideation Phase


Empathise & Discover

Date	17th October 2023
Team ID	PNT2022TMID592621
Project Name	World Happiness Report
Maximum Marks	4 Marks

Empathy Map Canvas


Centered around the World Happiness Report, our project employs an empathy map to delve into the thoughts, emotions, and actions of employees within the workplace. This exploration seeks to establish a profound understanding of their experiences and needs. By empathizing with their aspirations and challenges, we aim to develop data-driven strategies that enhance workplace happiness, which, in turn, translates to heightened productivity and contributes to the overall success of the organization. This approach harnesses emotional intelligence and data insights from the report to craft policies and initiatives that foster a happier, more productive work environment, ultimately benefitting both employees and the company as a whole.

Template



Empathy map canvas

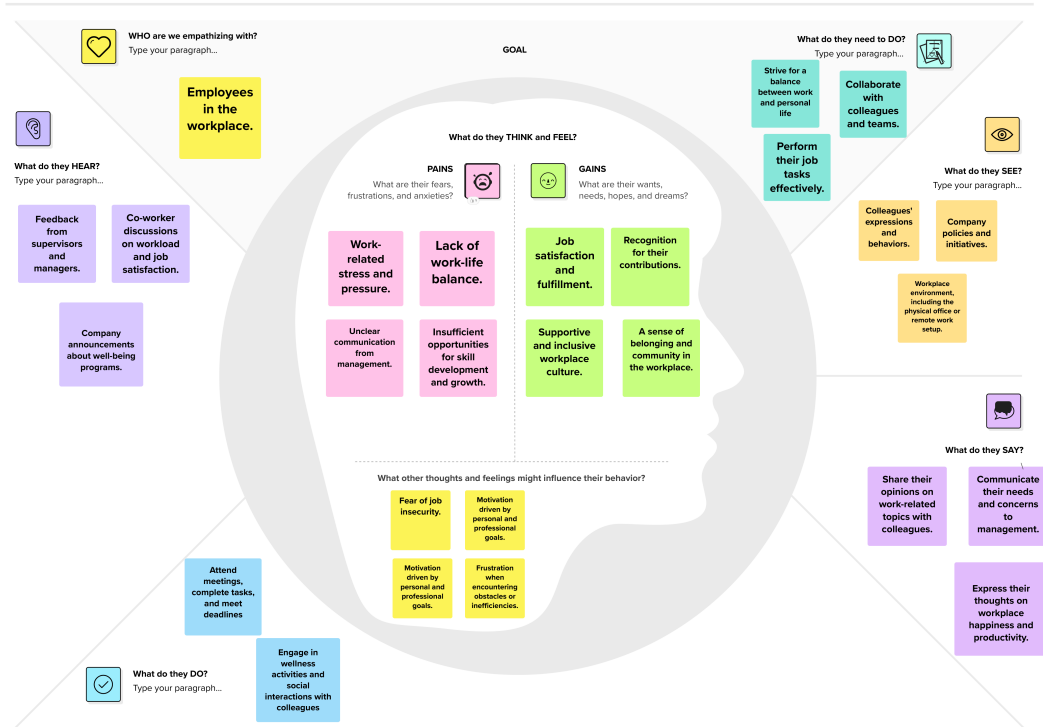
Workplace Happiness Report : Leveraging the World Happiness Report to understand the correlation between workplace happiness and productivity in order to develop strategies for enhancing employee well-being and overall company performance

Originally created by Dave Gray at 

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World Happiness Report

Using machine learning to explore the workplace happiness-productivity link, inspired by the World Happiness Report, for data-driven well-being and performance improvements



The diagram is an Empathy Map Canvas centered around a silhouette of a person's head. The canvas is divided into several sections:

- WHO are we empathizing with?** (Yellow box): Employees in the workplace.
- What do they HEAR?** (Purple box): Feedback from supervisors and managers, Co-worker discussions on workload and job satisfaction, Company announcements about well-being programs.
- What do they THINK and FEEL?** (Central section):
 - PAINS** (Pink box): Work-related stress and pressure, Unclear communication from management, Lack of work-life balance, Insufficient opportunities for skill development and growth.
 - GAINS** (Green box): Job satisfaction and fulfillment, Supportive and inclusive workplace culture, Recognition for their contributions, A sense of belonging and community in the workplace.
- What do they need to DO?** (Teal box): Strive for a balance between work and personal life, Collaborate with colleagues and teams, Perform their job tasks effectively.
- What do they SEE?** (Orange box): Colleagues' expressions and behaviors, Company policies and initiatives, Workplace environment, including the physical office or remote work setup.
- What do they SAY?** (Purple box): Share their opinions on work-related topics with colleagues, Communicate their needs and concerns to management, Express their thoughts on workplace happiness and productivity.
- What other thoughts and feelings might influence their behavior?** (Yellow box): Fear of job insecurity, Motivation driven by personal and professional goals, Frustration when encountering obstacles or inefficiencies.
- What do they DO?** (Blue box): Attend meetings, complete tasks, and meet deadlines, Engage in wellness activities and social interactions with colleagues.