# Ideation Phase
# Empathize & Discover

| Date | 19 September 2022 |
|---|---|
| Team ID | PNT2022TMIDxxxxxx |
| Project Name | |
| Maximum Marks | 4 Marks |

**Empathy Map Canvas:**

## Think & Feel?

- Jeru likes the music industry. She wants to get into sound production.
- Concerts are her favourite.
- Jeru likes travel and music festivals and has attended a few.
- Jeru does not like loud noises and cursing.
- Jeru wonders how accessibility can help in music and culture.

## Hear?

- Does not have too many friends
- Most friends are not sociable
- Professors are active listeners but lack in giving back solutions.
- Parents are vocal about her accomplishments.

## See?

- Uses cell phones for directions and has assistance in school
- Sees smiles and fist bumps
- Being in a city campus, the environment is loud/fast paced
- Access to different venues and ethnicities

## Say & Do?

- Once tasks are done she gets to enjoy a movie
- Very bubbly attitude
- Likes to move around
- Enjoys going to music/theatre department
- Enjoys movies, zoo and going to her favourite ice-cream

## Pain

- Not being able to travel a lot
- She is being looked at differently
- People small talk don't understand how important it is to have a connection
- Classmates are standoff-ish

## Gain

- Connect with a music group
- Has over 20,000 songs can find people to share it with
- Being able to connect with classmates and friends