

COSMETIC STORE MANAGEMENT

SALESFORCE NAAN MUDHALVAN PROJECT REPORT

Submitted By

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*in partial fulfilment for the award of the
degree of*

**BACHELOR OF ENGINEERING
COMPUTER SCIENCE AND ENGINEERING**

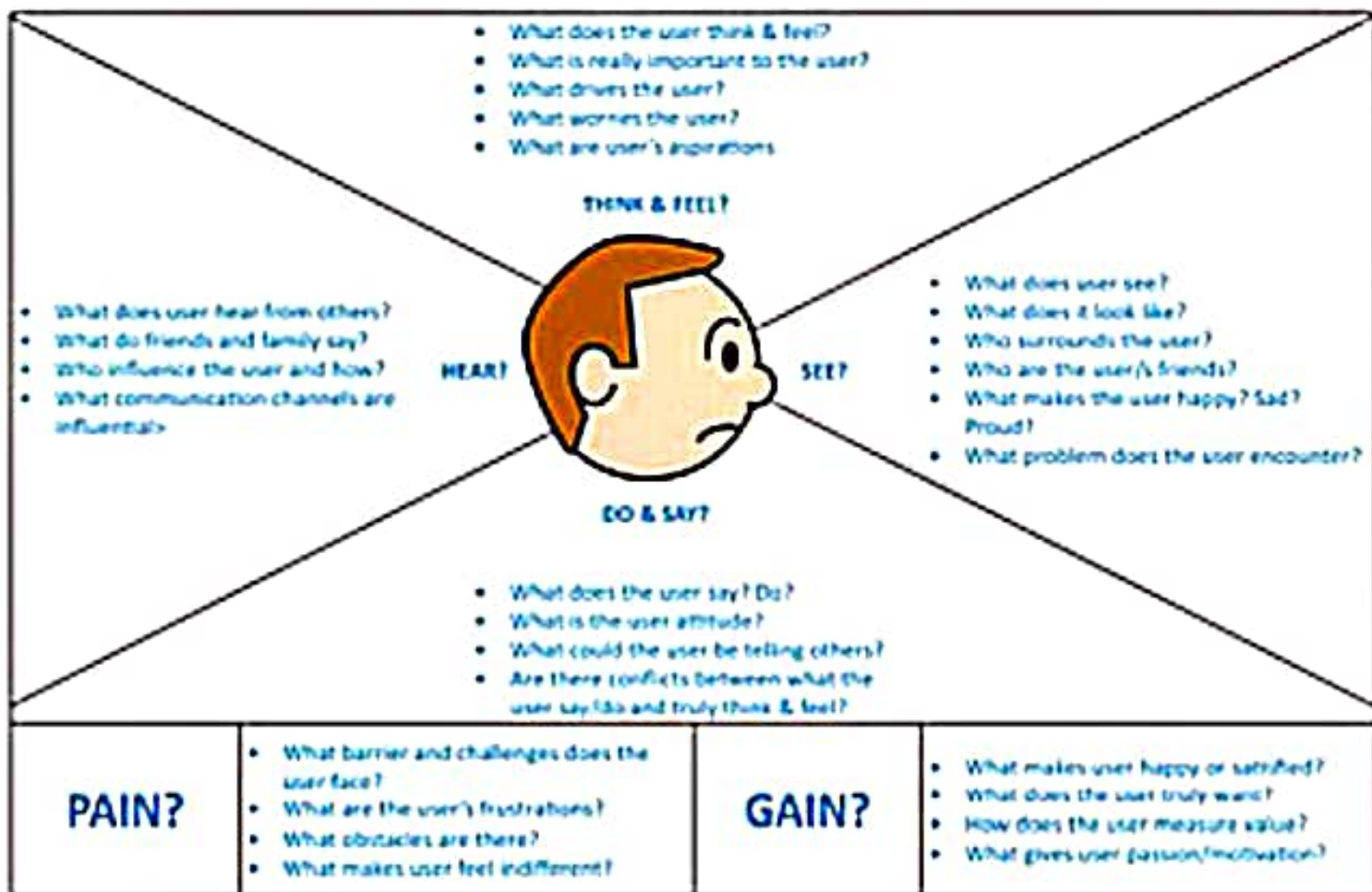
**MAHENDRA ENGINEERING
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Empathise - Design Thinking - Class 6

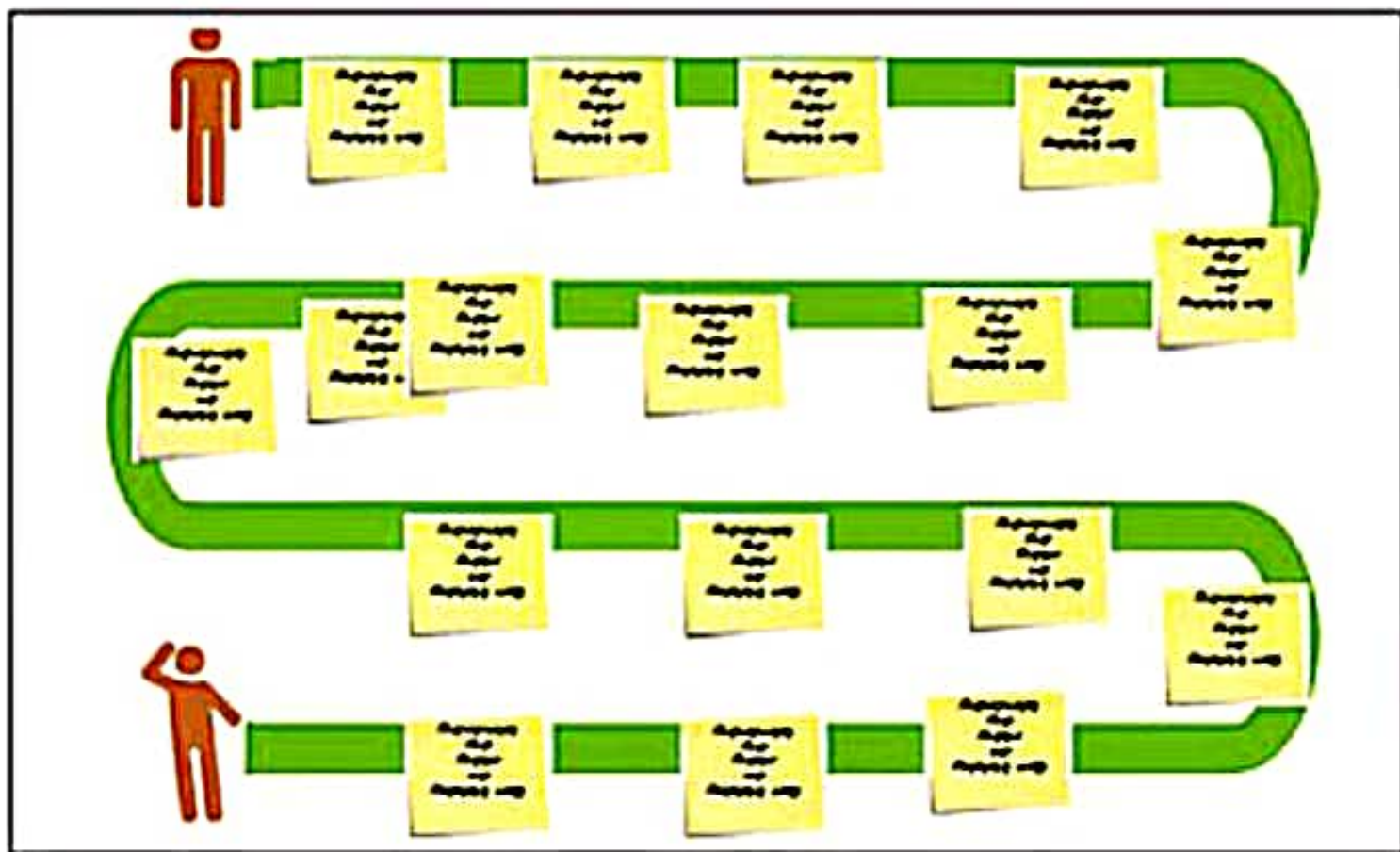
Empathise is a mechanism to understand and share the feelings of your users to foster deep user understanding and be able to uncover the deep user insights and needs.

Purpose

- to foster empathy and deep understanding of the users in terms of their life, needs, aspirations and challenges;
- appreciate others as human beings and understand and relate with their feelings;
- see their world through their eyes and make emotional connection;
- communicate understanding with others and share their world;



(b) Sample Journey Map



Methods & Tools, Mindsets & Process



Methods & Tools



Field Observation

Structured approach to observing people in their natural Environment