Tame name- unique characteristic of design thinking

Task 08- Empathy process flow

Product- traditional alarm clock

Problem- Most traditional alarm clocks wake users with a loud, sudden sound that can cause stress and discomfort, especially for light sleepers, they also lack personalization or gradual wake-up options, which are more aligned with natural sleep cycles.

Explore its features-

| Feature | Current Issues | Opportunities for Improvement |
| --- | --- | --- |
| Loud buzzer alarm | Startles the user | Replace with customizable sounds or light-based alarm |
| Snooze button | Often overused, leads to oversleeping | Smart snooze based on sleep cycles |
| Analog interface | Lacks usability in the dark | Add intuitive digital interface or backlight |
| No connectivity | Doesn’t sync with phone/calendar | Sync with smart devices |

Empathy process flowchart-

Flowchart for empathy phase in design thinking process using alarm clock

Start 🡪 Identify Target Users 🡪Conduct User Interviews 🡪 Observe User Behavior (e.g. morning routines) 🡪 Gather Pain Points 🡪 Define User Needs (e.g. peaceful wake-up, reliability) 🡪 Create Empathy Maps 🡪 Synthesize Insights 🡪 Move to Define Phase

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