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A mom nursing her child hears a corded telephone ringing in another room. She knew it could be a call for a job she applied for.

She cursed the situation, torn between the need to walk over to the other room and attend the call and the responsibility to care for her child.





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If it weren't for someone's ability to empathize with the need of the mom and the application of structured thinking, we might not have cell phones today.





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Identifying problems through empathy and structured thinking

A Crucial process for Startup Idea
generation





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1. Understanding and empathizing with others' emotions

- » Empathize with others to understand their struggles and needs
- » Think carefully and systematically to identify problems or issue the person is going through





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2. Gather insights into people's emotion

- » Design a survey with questions to gather rich and diverse data on emotional experiences
- » Design survey questions to avoid biased results
- » Choose the right target audience to gather relevant and representative data





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3. Evaluating information and arguments

- » Analyzing survey results to gain a deep and nuanced understanding of the emotions of others
- » Evaluate information and arguments, considering different perspectives and the emotional impact on others





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4. Forming a problem statement

- » Use logic and reason to form a well-supported problem statement
- » Form a judgment or reach a conclusion based on the survey results
- » Don't hesitate to iterate the survey with deeper questions if necessary to gather more comprehensive data.





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My brain is Open Source 

