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Ideation Phase
Empathize & Discover

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Date	20 February 2026
Team ID	LTVIP2026TMIDS24292
Project Name	LearnHub : Your Center For Skill Enhancement
Maximum Marks	4 Marks

Empathy Map Canvas:

An Empathy Map Canvas is a visual tool used to gain a deeper understanding of users by capturing their thoughts, feelings, behaviors, and challenges. It helps the project team view the problem from the user's perspective and design solutions that truly address user needs. For the LearnHub platform, the empathy map focuses on learners who aim to improve their skills and career prospects through online education.

User Person

Target User: Student / Early-career professional seeking skill enhancement

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Empathy Map for LearnHub

1. Says

- "I want to learn skills that are useful for my career."
- "I need affordable and flexible learning options."
- "I prefer practical learning over theory."
- "I want certificates that add value to my resume."

2. Thinks

- "Which skills are currently in demand?"
- "Will this course really help me get a job?"
- "Can I manage learning along with my studies or work?"
- "Is this platform trustworthy and effective?"

3. Does

- Searches online for skill-based courses
- Watches tutorial videos and reads reviews
- Enrolls in online courses
- Practices through assignments and projects

4. Feels

- Motivated to improve skills
- Confused due to too many learning options
- Anxious about career growth
- Frustrated when courses lack practical exposure

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5. Pain Points

- Lack of structured learning paths
- Limited hands-on project experience
- Difficulty tracking learning progress
- Time constraints due to studies or job

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6. Goals

- Gain industry-relevant skills
- Learn through practical projects
- Track progress and performance
- Improve employability and confidence

Conclusion

By using the Empathy Map Canvas, the LearnHub team gains valuable insights into learner behavior, motivations, and challenges. This understanding helps in designing a user-centric platform that provides structured learning, practical exposure, and measurable progress, ultimately enhancing the overall learning experience.