



- Name: Rohan Mehta
- Age: 24
- Background: Final-year engineering student managing college assignments, side projects, and job preparations.

- Goals:
- Stay organized with deadlines
  - Visualize task completion and progress
  - Balance studies and personal goals

- Frustrations:
- Forgets tasks without constant reminders
  - Too many apps with overlapping features
  - Dislikes long signup/login processes

Devices Used: Smartphone (Android), Laptop

Motivation Level: High

"I just want one app that shows me what to do, when to do it, and how far I've come."



- Name: Anjali Rao
- Age: 31
- Background: Working professional (Project Manager), handles multiple team schedules and personal tasks

- Goals:
- Prioritize important tasks
  - Collaborate with team effortlessly
  - Reduce time spent switching between tools

- Frustrations:
- Difficult to get a quick overview of progress
  - Gets overwhelmed by unstructured task lists
  - Finds notifications from different tools distracting

Devices Used: iPhone, Desktop (Windows)

Motivation Level: Moderate

"Too many tools slow me down—I need clarity, not clutter."

# Empathy Mapping

## Says

- "Even though I plan, I consistently miss deadlines."
- "I want one app to control them all."
- "I wish I could simply swipe to indicate that a task is completed."

## Thinks

- There must be a more straightforward method to keep track of everything.
- Why is this so difficult?
- Am I actually improving?

## Does

- repeatedly checks the phone to double-check tasks
- Every week, a variety of apps are tried.
- makes use of alarms and sticky notes

## Feels

- Overwhelmed and frustrated
- Bewildered but optimistic
- Determined but anxious

