

Ideation Phase

Empathize & Discover

Date	June 2025
Team ID	LTVIP2025TMID50835
Project Name	House hunting
Maximum Marks	4 Marks

Empathy Map Canvas

User Persona: *John – A frustrated citizen facing service issues*

Thinks

"Will anyone even look at my complaint?"

"I want to help improve the system"

"Why isn't there an easier way to report issues?"

Feels

Frustrated due to lack of proper response

Anxious about how long the process will take

Feels neglected and not valued as a citizen

Says

"I submitted a complaint but never got a reply"

"There should be a transparent way to track complaints"

"Nobody is listening to our problems"

Does

Tries to contact officials but receives no updates

Takes screenshots, writes long explanations

Abandons filing complaints out of disappointment

Pain Points:

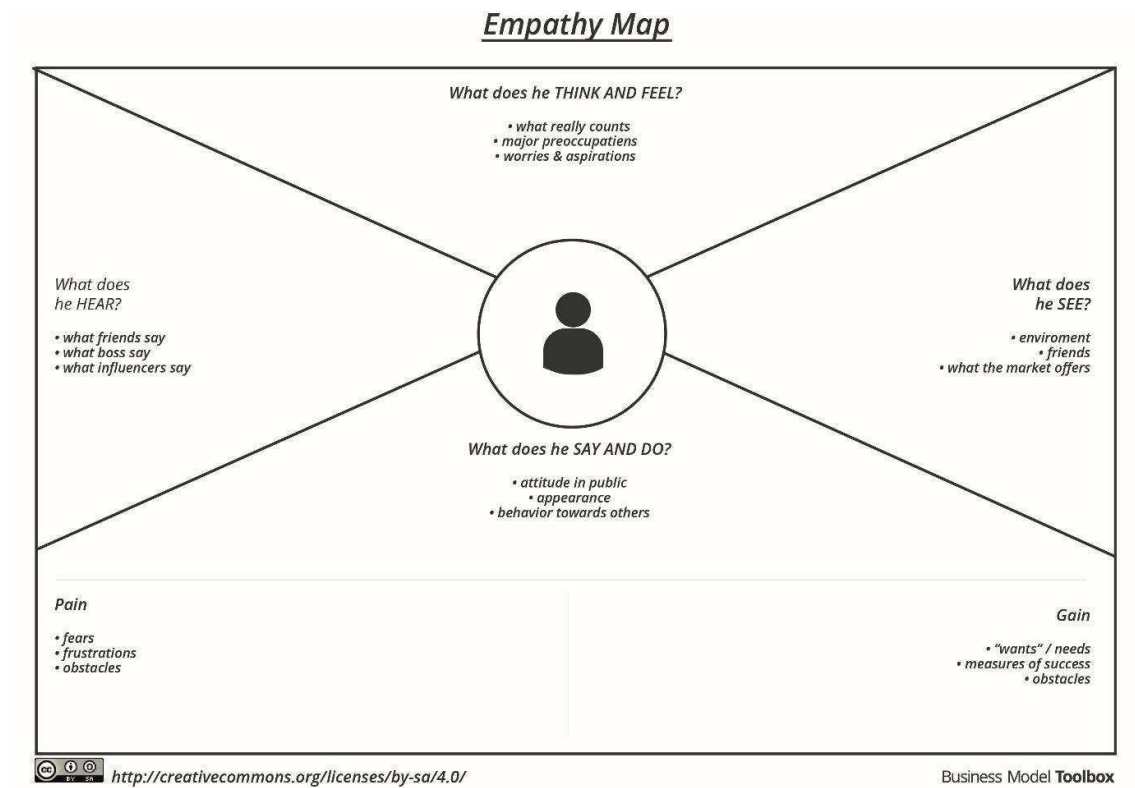
- Difficulty in knowing where to file complaints
- Lack of updates and transparency
- Long delays in resolution
- Poor user experience in existing systems

Needs & Goals:

- A user-friendly platform for filing complaints
- Real-time tracking of complaint status
- Interaction with the responsible department/agent

- Trustworthy and responsive system

Example:



Reference: <https://www.mural.co/templates/empathy-map-canvas>