Ideation Phase

Empathize & Discover

Date	19 June 2025
Team ID	LTVIP2025TMID20425
Project Name	LearnHub: Your Center for Skill Enhancement
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Maximum Marks	4 Marks

LearnHub Empathy Map

What does the user THINK & FEEL?

- Wants a seamless and engaging learning experience.
- Worries about course quality, certification value, and technical issues.
- Feels frustrated when content is disorganized or access is limited.
- Values career-relevant skills, real-time progress tracking, and interactive features.
- Appreciates easy navigation, responsive support, and recognition for completing courses.

What does the user SEE?

- A dashboard with enrolled and completed courses.
- A list of available courses, categorized by topic/skill level.
- Progress indicators, certification options, and course ratings.
- Instructor details and course descriptions.
- Notifications about new courses or module completions.

What does the user HEAR?

- Suggestions or reviews from peers or classmates.
- Mentions of LearnHub on social media or tech communities.
- Feedback or encouragement from instructors or mentors.
- Email/app notifications about enrollment, progress, or certificates.

What does the user SAY & DO?

- Registers and logs in to explore available courses.
- Enrolls in courses based on interest or skill requirement.
- Completes course modules and marks them as finished.
- Downloads certificates and shares accomplishments.
- Reaches out to support in case of technical or access issues.

PAIN (Challenges & Frustrations)

- Confusion about which course to pick due to lack of guidance or ratings.
- Inability to track learning progress or return to incomplete sections easily.
- Authentication/authorization errors when accessing paid or restricted content.
- Course materials not optimized for mobile or different devices.
- Lack of live support or delayed responses during issues.

GAIN (Goals & Benefits)

- Easily finds and enrolls in relevant, high-quality courses.
- Seamlessly accesses course content and tracks progress.
- Gains recognized certificates upon course completion.
- Interacts effectively with instructors and fellow learners.
- Experiences a smooth, motivating, and user-friendly learning journey.

EMPATHY MAP THINK & FEEL · Wants a clear learning path coreer Many online platforms with similar Worried about wasting time on · Inconsistent course reviews gratings non-valuable content Outdated content or low engagement Concerned about course gulity on some platforms and recognition Peers posting about certificates on Linkedin, feeling pressure HEAR SAY & DO · Friends recommending certain · Asks for free vs, paid courgesttions platforms or instructors Searches for "Best online course Mentors talking about upskilling for XYZ" and certifications Compares platforms (Coursera, YouTube/instagram ads for Udemy, etc.) "learn in 30 days" type courses · Joins a course but rarely finishes it · Teachers/internship mentors sussig- Looks for certificates to add to gesting project-based learning PAIN GAIN · Gets a certificate of completion Too many platforms and not enough and skill badge Unclear course completion status Tracks progres and knows what or goals to learn next No personalized recommendations · Finds easy-tuse, clean, responsive UI No certificate download, or it's loc-· Joins a community of learners ked behind a paywall