

Ideation Phase

Empathize&Discover

Date	23rd May 2025
Team ID	LTVIP2025TMID45605
Project Name	LearnHub
Maximum Marks	4 Marks

Goals: Learn web development, get certified, land an internship

SAYS

- "I want a course that's beginner-friendly but in-depth."
- "It's hard to stay motivated."
- "Can I get a certificate I can add to LinkedIn?"

THINKS

- "Is this platform as good as others?"
- "Will this help me get a job?"
- "Is it worth the time and cost?"

DOES

- Watches short video sessions
- Skips modules based on interest
- Shares certificates online

FEELS

- Frustrated without progress tracking
- Overwhelmed by choices
- Proud after completing modules

GOALS

- Learn full-stack basics
- Build a portfolio
- Earn certification

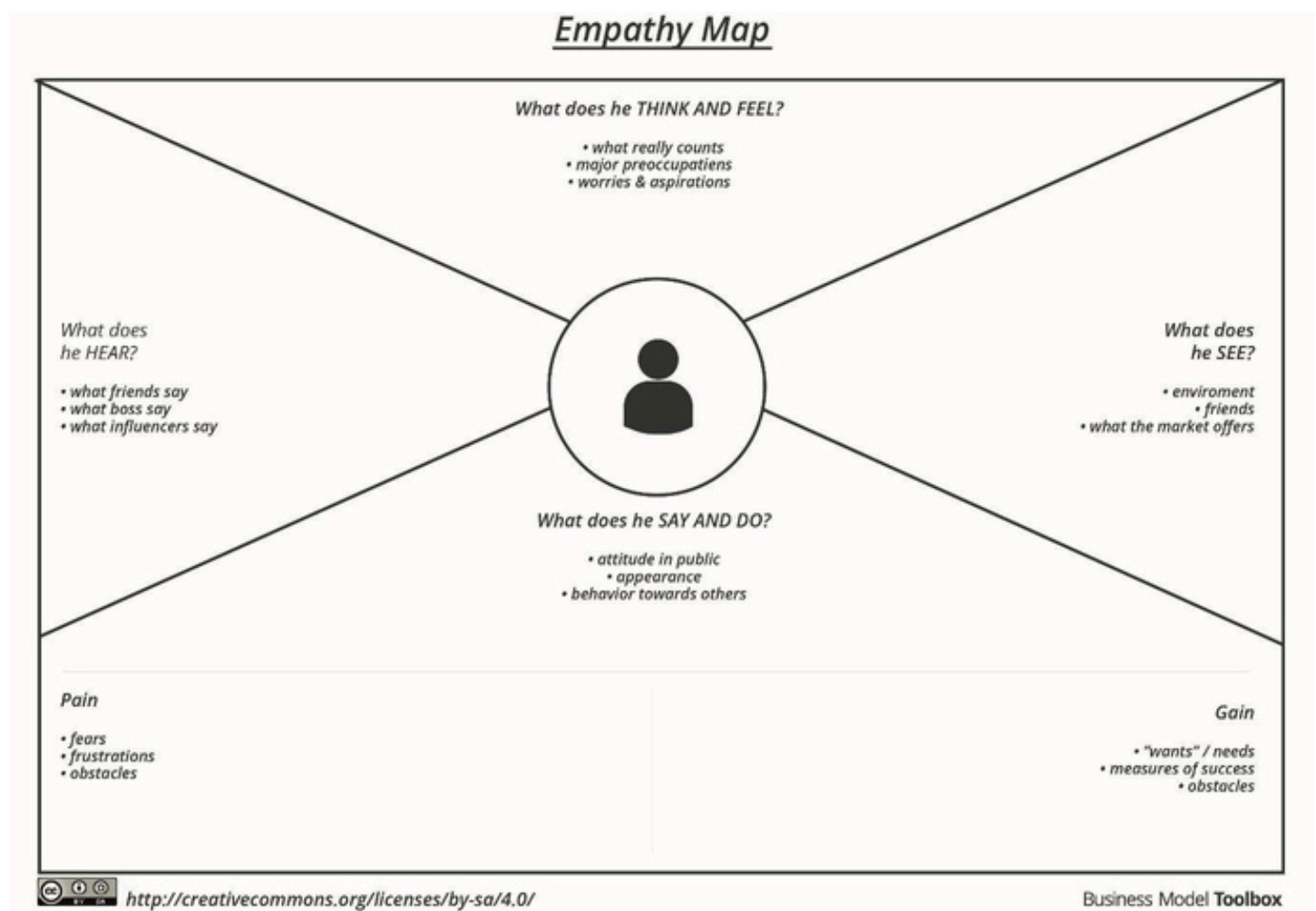
PAINS / CHALLENGES

- No clear learning path
- Inconsistent content
- Unclear value of paid courses

How This Helps LearnHub

- Prioritize progress tracking and previews
- Improve trust through feedback and reviews
- Increase course completion through better structure

Example:



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

Example: LearnHub

