Ideation Phase - Empathize &Discover

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| Date | June 2025 |
| Team ID | LTVIP2025TMID57241 |
| Project Name | Service Desk for Customer Complaint Resolution |
| Maximum Marks | 4 Marks |

Empathy Map Canvas

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

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| **Thinks** | **Feels** |
| "Will anyone even look at my complaint?" | Frustrated due to lack of proper response |
| "I want to help improve the system" | Anxious about how long the process will take |
| "Why isn't there an easier way to report issues?" | Feels neglected and not valued as a citizen |

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| **Says** | **Does** |
| "I submitted a complaint but never got a reply" | Tries to contact officials but receives no updates |
| "There should be a transparent way to track complaints" | Takes screenshots, writes long explanations |
| "Nobody is listening to our problems" | Abandons filing complaints out of disappointment |

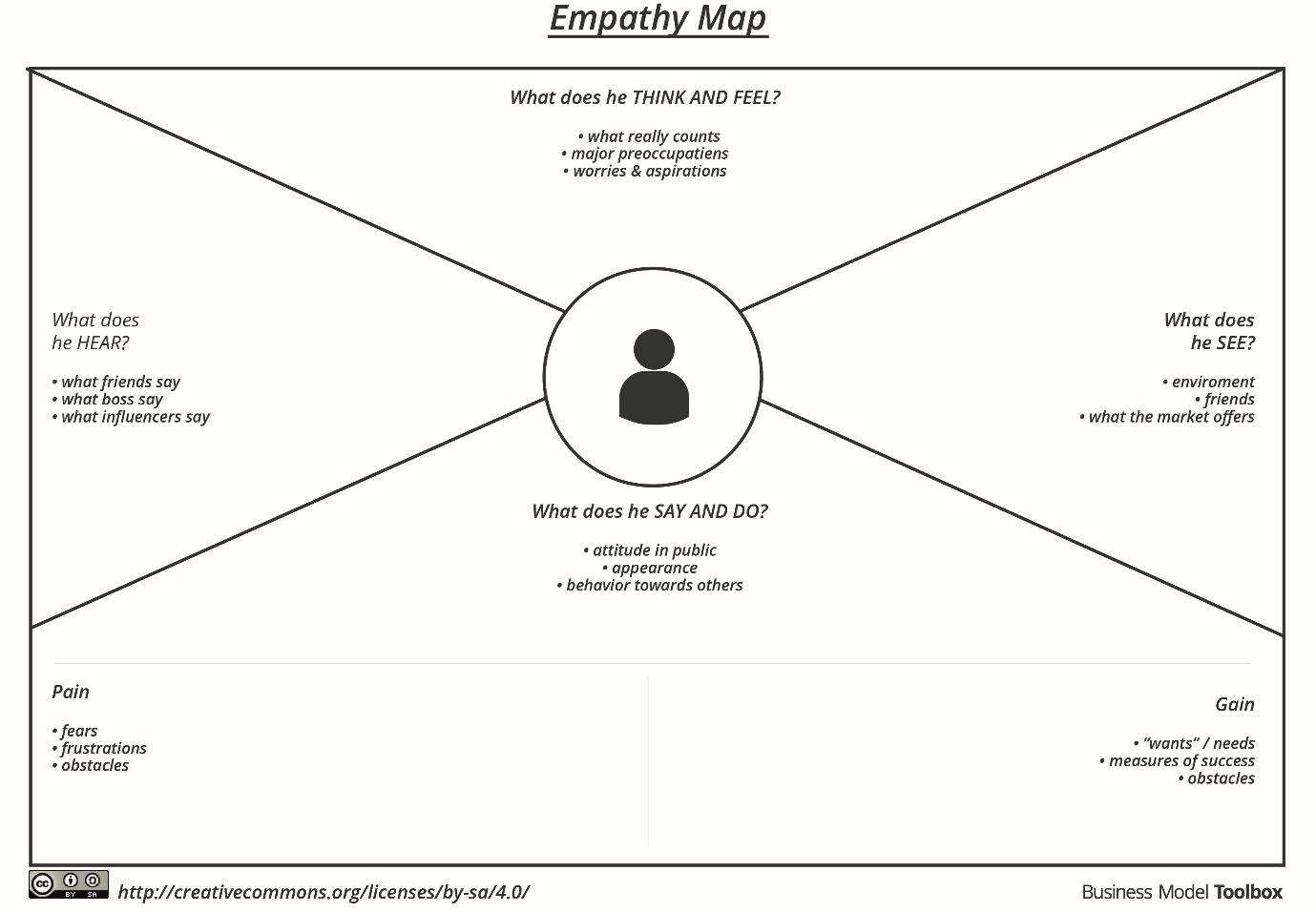
Pain Points:

* 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](http://www.mural.co/templates/empathy-map-canvas)