Empathy Canvas Map

Ideation Phase-

Date	21 July 2025
Team ID	LTVIP2025TMID53208
Project Name	ResolveNow: Your Platform for Online Complaints
Maximum Marks	4 Marks

Goal:

To understand the frustrations, expectations, and behaviors of users trying to register and resolve complaints through a digital complaint management system like Resolve Now.

WHO are we empathizing with?

Citizens facing issues with public or private services

Online shoppers experiencing defective/delayed services

Employees reporting internal issues or grievances

Admin staff managing bulk complaints and agent workload

WHAT do they NEED to do?

Submit complaints quickly and easily

Track the status and receive timely updates

Communicate with support agents or authorities

Access a secure and transparent complaint platform

Get solutions without repeated follow-ups

Empathy Dimensions

HEAR	DO
-Multiple ways to file complaints but no centralized platform -You can call the helpline, but no one responds." - Delays in resolution due to lack of follow-up - Unclear complaint status, no real-time updates	- Why do I need to go there in person to file a complaint?" - Write complaints in notebooks or registers "I just want to know who is handling my issue." - Keep calling helplines with no feedback "I don't know where my issue stands." - Ask friends or neighbors for alternate contact info
PAINS	GAINS
No way to track complaint status in real-time Poor communication from support departments Complaints lost or delayed due to manual systems No proof of complaint submission or updates Security concerns with sharing complaint data	Fast and clear submission with complaint ID Real-time status updates and tracking Direct communication with agents Email/SMS notifications for every update Secure login and role-based access Feedback system after resolution

Additional Notes / Insights

Users appreciate platforms that are simple, transparent, and fast.
Real-time chat and tracking boost trust and reduce frustration.
Multi-language support can attract diverse users from local regions.

Admins benefit from dashboards showing complaint volume and agent performance.Feedback loop helps improve the service and identify weak areas.