**Ideation Phase**

**Empathize & Discover**

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| Date | 28 June 2025 |
| Team ID | LTVIP2025TMID57433 |
| Project Name | Online Complaint Registration and Management System |
| Maximum Marks | 4 Marks |

**Empathy Map Canvas:**

An empathy map is a simple, easy-to-digest visual that captures knowledge about a user’s behaviours and attitudes.

It is a useful tool to helps teams better understand their users.

Creating an effective solution requires understanding the true problem and the person who is experiencing it. The exercise of creating the map helps participants consider things from the user’s perspective along with his or her goals and challenges.

An empathy map typically includes the following **6 quadrants** focused on the *user*:

1. **Says** – What the user says in interviews or observations.
2. **Thinks** – What the user is thinking and what matters to them.
3. **Does** – Observable actions the user performs.
4. **Feels** – User’s emotional state, worries, and aspirations.
5. **Pains** – Challenges or frustrations faced by the user.
6. **Gains** – What success or benefits look like for the user.

### ****Target User Persona****:

**Name:** Riya  
**Role:** College Student  
**Context:** Faces issues with hostel maintenance and academic facilities, and wants a reliable system to raise and track complaints.

| **Category** | **Details** |
| --- | --- |
| **SAYS** | "I submitted a complaint last week, but I don’t know what happened after that."  "It takes too long for someone to respond to my issues."  "I wish there was an easy way to talk to the concerned person." |
| **THINKS** | "I hope my complaint gets noticed and acted upon soon."  "This process should be more transparent."  "Why can’t we have a proper system like online shopping or food delivery apps?" |
| **DOES** | Logs into the portal and submits a complaint form  Constantly checks for status updates  Asks friends or classmates if they’ve faced similar issues  Tries to follow up in person when no response is received |
| **FEELS** | Frustrated when no updates are given  Anxious about whether the issue will be resolved  Powerless in the absence of a feedback channel  Relieved when the issue is acknowledged by an agent |
| **PAINS** | No proper tracking of complaints  Lack of communication with the assigned agent  Unclear complaint statuses and long wait times  Manual follow-ups wasting time and energy |
| **GAINS** | Receives timely status updates  Communicates directly with the concerned agent  Can view all past and current complaints in one place  Gets resolution without having to escalate offline |