Ideation Phase
Empathize & Discover

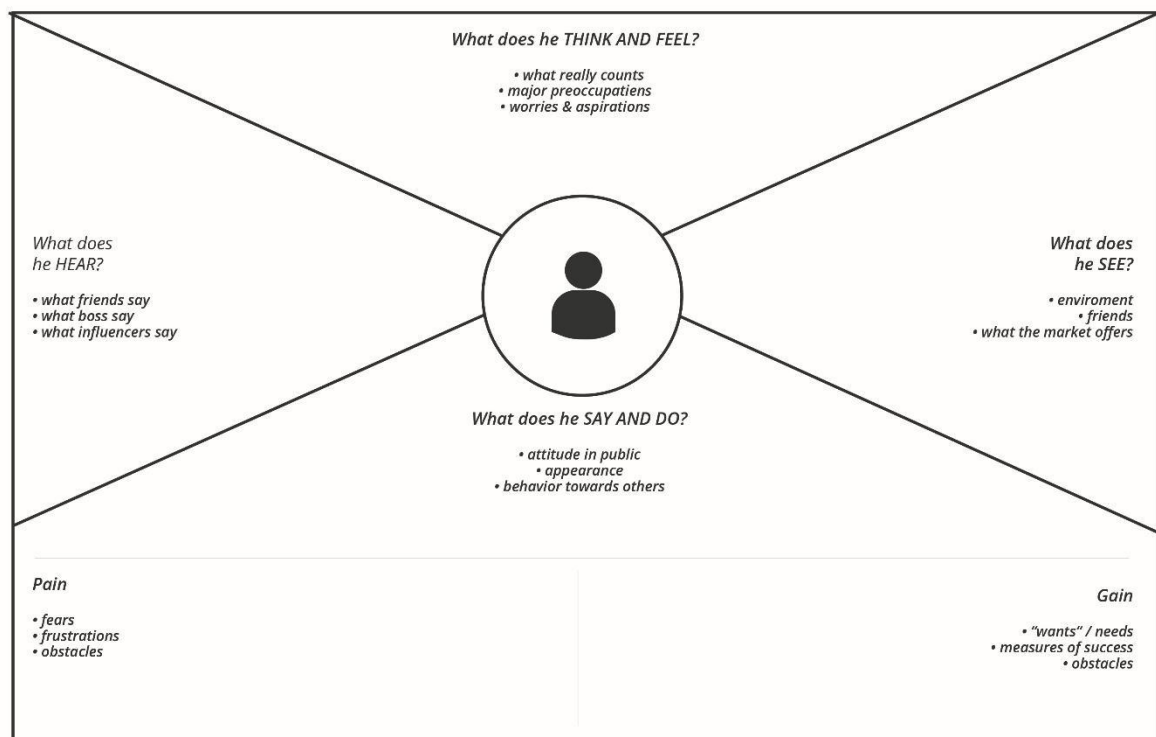| Date	19 June 2025
Team ID	LTVIP2025TMID54806
Project Name	LearnHub: Your Center For Skill Enhancement
Maximum Marks	4 Marks

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.

Example:

Example: Food Ordering & Delivery Application

Think & Feel

What this dish look like?

Annoying

Doesn't want frozen food

What should I eat today?

I'm hungry, but I don't have time to go downstairs

Why don't they provide card payment

Hear

There are many food selections

Don't forget to prepare your cash

It looks like......

See

Menu without food photos

Only cash payment option

Driver doesn't have enough changes

Only cash payment option

Say & Do

Go downstair to pick up food and pay the driver in cash

Spend 30 mins scolling and quit at the end

Looking for food that matches interest

I couldn't find food that I want

I don't have enough cash with me right now

Pain

Hard to find their food interests

Uncomfortable paying cash

Looking for food that matches interest

Gain

Comfortable

Accuracy