

Ideation Phase

Empathy Map Canvas

Date	21 June 2025
Team ID	LTVIP2025TMID20298
Project Name	Docspot
Maximum Marks	4 Marks

1. SAYS

- “I wish finding good freelance gigs wasn’t so time-consuming.”
- “I need real jobs, not spam or scams.”
- “Why do I keep seeing the same jobs posted everywhere?”
- “It’s hard to stand out without dozens of past reviews.”
- “I want to focus on my work, not job-hunting all day.”

2. THINKS

- “Will this client pay fairly and on time?”
- “Is this job post even real or already taken?”
- “Am I underpricing just to get hired?”

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4. FEELS

- **Overwhelmed** by the number of irrelevant listings
- **Frustrated** by underpaying or unclear job posts
- **Worried** about client legitimacy or delayed payment

Empathy Map Canvas

Designed for:
Designed by:
Date:
Version:

The diagram is a large rectangle divided into seven numbered sections around a central head profile. The head profile is a circle with a large 'C' on the left side, an eye on the right, and a mouth at the bottom. The sections are as follows:

- 1 WHO are we empathizing with?**
Who is the person we want to understand?
What is the situation they are in?
What is their role in the situation?
- 2 What do they need to DO?**
What do they need to do differently?
What job(s) do they want or need to get done?
What decision(s) do they need to make?
How will we know they were successful?
- 3 What do they SEE?**
What do they see in the marketplace?
What do they see in their immediate environment?
What do they see others saying and doing?
What are they watching and reading?
- 4 What do they SAY?**
What have we heard them say?
What can we imagine them saying?
- 5 What do they DO?**
What do they do today?
What behavior have we observed?
What can we imagine them doing?
- 6 What do they HEAR?**
What are they hearing others say?
What are they hearing from friends?
What are they hearing from colleagues?
What are they hearing second-hand?
- 7 What do they THINK and FEEL?**

PAINS
What are their fears, frustrations, and anxieties?
GAINS
What are their wants, needs, hopes and dreams?

What other thoughts and feelings might motivate their behavior?

Last updated on 16 July 2017. Download a copy of this canvas at <http://gamestorming.com/empathy-map/>
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