

Ideation Phase

Empathize & Discover

Date	24 June 2025
Team ID	LTVIP2025TMID30177
Project Name	A CRM Application for Banquet Hall Booking
Maximum Marks	

Empathy Map Canvas:

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

It is a useful tool to help 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:

User Persona:

- **Name:** Rohan
- **Role:** Customer (Event Organizer / Client)
- **Age:** 28
- **Goal:** Book a banquet hall smoothly for a wedding event with all required services.

SAYS

"I want the venue to be available on my preferred date."

"Do you provide catering and decoration too?"

"I need a quick confirmation to move forward with planning."

THINKS

"Will the services match my expectations?"

"Is the price reasonable compared to others?"

"Will everything go smoothly on the event day?"

DOES

Searches for available banquet halls online.

Contacts banquet managers to inquire.

Asks about packages, themes, menu, and availability.

FEELS

Excited but anxious about managing all event services.

Stressed if there's no proper tracking or response.

Relieved when things are transparent and automated.