

Empathy Canvas Map

Ideation Phase-

Date	18 July 2025
Team ID	LTVIP2025TMID53232
Project Name	LearnHub: Your Center for Skill Enhancement
Maximum Marks	4 Marks

Goal:

Understand the needs, frustrations, and behaviors of learners seeking skill enhancement through an interactive platform like LearnHub.

WHO are we empathizing with?

- Students (college & university level)
- Working professionals seeking upskilling
- Job seekers aiming for career growth
- Teachers providing skill-based courses

WHAT do they NEED to do?

- Access quality learning resources easily
- Enroll in skill-specific courses
- Track progress and earn certificates
- Engage in interactive learning (quizzes, projects)
- Connect with mentors and peers for guidance

Empathy Dimensions

SEE - Multiple online platforms offering fragmented learning - Competitive job market requiring advanced skills - Difficulty finding authentic, affordable courses	HEAR - Friends recommending popular e-learning platforms - Industry experts emphasizing practical skills - Employers asking for certifications and hands-on experience
SAY	DO

<ul style="list-style-type: none"> - "I want courses that actually help me in my career." - "I don't have time for long programs; I need flexible schedules." - "Where can I find trusted mentors and verified certificates?" 	<ul style="list-style-type: none"> - Search for courses on various platforms - Join free tutorials on YouTube but lack structured learning - Use social media for skill updates - Look for affordable, trusted certifications
<p>PAINS</p> <ul style="list-style-type: none"> - Lack of personalized learning paths - Overpriced courses on existing platforms - Difficulty in tracking progress - No real-time support from instructors 	<p>GAINS</p> <ul style="list-style-type: none"> - Affordable, authentic skill development - Verified certificates for career growth - Interactive and practical learning experience - Networking with professionals and peers

Additional Notes / Insights

Learners prefer modular, outcome-oriented content that maps to real job skills. Badges, milestones, and community discussion increase engagement. Localized language support and mobile-friendly access are strong differentiators in emerging markets.