**Ideation Phase**

**Empathize&Discover**

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| --- | --- |
| Date | 23rd May 2025 |
| Team ID | LTVIP2025TMID55229 |
| Project Name | LearnHub |
| Maximum Marks | 4 Marks |

**Goals: Learn web development, get certified, land an internship**

**SAYS**

* **"I want a course that’s beginner-friendly but in-depth."**
* **"It’s hard to stay motivated."**
* **"Can I get a certificate I can add to LinkedIn?"**

**THINKS**

* **"Is this platform as good as others?"**
* **"Will this help me get a job?"**
* **"Is it worth the time and cost?"**

**DOES**

* **Watches short video sessions**
* **Skips modules based on interest**
* **Shares certificates online**

**FEELS**

* **Frustrated without progress tracking**
* **Overwhelmed by choices**
* **Proud after completing modules**

**GOALS**

* **Learn full-stack basics**
* **Build a portfolio**
* **Earn certification**

**PAINS / CHALLENGES**

* **No clear learning path**
* **Inconsistent content**
* **Unclear value of paid courses**

**How This Helps LearnHub**

* **Prioritize progress tracking and previews**
* **Improve trust through feedback and reviews**
* **Increase course completion through better structure**

**Example:**

Diagram

Description automatically generated

Reference: <https://www.mural.co/templates/empathy-map-canvas>

**Example: LearnHub**

