**Ideation Phase**

**Empathize & Discover**

| Date | 21 June 2025 |
| --- | --- |
| Team ID | LTVIP2025TMID54182 |
| 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:**

Diagram

Description automatically generated

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

**Example:**

# Empathy Map Canvas – For LearnHub Users (Students)

|  |  |
| --- | --- |
| **THINK & FEEL** - “Will this platform help me get a job?” - “Can I actually complete courses with my current schedule?” - “Are the certificates valuable?” - Anxiety about learning alone, digitally. | **SEE** - Friends using YouTube, Skillshare, Coursera. - Ads for expensive learning platforms. - Teachers trying to adapt to tech. - Social media promoting online learning success stories. |
| **SAY & DO** - “I need to upgrade my skills.” - “I don’t want to waste money on fake courses.” - Enrolls in free courses but drops midway. - Tries demo classes before fully investing. | **HEAR** - “That platform gives free certificates.” - “You need coding skills for a job now.” - “This site has good frontend courses.” - “Learn React, it's trending!” |
| **PAINS** - Too many platforms, can’t decide. - Poor internet in rural areas. - Lack of proper guidance. - Unclear job outcomes from courses. | **GAINS** - Want trusted platform with real value. - Want flexibility and mobile access. - Want certifications and tracking progress. - Hope for real employment or internship. |