Empathy Map Canvas

Date: 27th June 2025

Team ID: LTVIP2025TMID55745

Project Name: FreelanceFinder (SB Works)

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 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 their goals and challenges.

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

## Empathy Map for FreelanceFinder User (Sarah – Freelancer)

### \*\*Says:\*\*

- “I want to build my freelance career.”  
- “It’s hard to get noticed on big platforms.”  
- “Clients don’t respond even after sending proposals.”

### \*\*Thinks:\*\*

- “Am I good enough to compete with experienced freelancers?”  
- “If only I could show my creativity directly to clients.”  
- “I hope this platform is genuine and not a scam.”

### \*\*Does:\*\*

- Browses project listings daily on SB Works.  
- Uploads portfolio pieces and writes personalized proposals.  
- Communicates with clients through platform chat.

### \*\*Feels:\*\*

- Excited when shortlisted or selected.  
- Anxious while waiting for feedback.  
- Frustrated if there’s no response or unclear expectations.

### \*\*Goals & Needs:\*\*

- Get hired for projects that match her skills.  
- Build a positive client history and strong portfolio.  
- Receive clear, timely communication and feedback.

### \*\*Pain Points:\*\*

- Inconsistent responses from clients.  
- Hard to stand out on overcrowded platforms.  
- Lack of mentorship or feedback on work quality.