

WHAT IS AN EMPATHY MAP ?

An **Empathy Map** is a **visual tool** that helps us understand the **thoughts, feelings, needs, and behaviors** of users. It allows teams to **step into the user's shoes** and design solutions that address real pain points.

HOW TO DEVELOP AN EMPATHY MAP?

1. Collect User Insights

- Conduct **interviews, surveys, or observations**.
- Understand their **challenges, emotions, and behavior**.

2. Divide the Empathy Map into Four Sections

- **SAYS** – What the user explicitly expresses (e.g., complaints, needs).
- **THINKS** – Internal thoughts and concerns (not always spoken).
- **DOES** – The user's current actions and behaviors.
- **FEELS** – Their emotions (e.g., frustration, happiness).

EMPATHY MAP FOR OUR PROJECT:

We are designing a **smart AI-powered scheduling and matchmaking system** to help professionals and clients connect seamlessly. Our inspiration comes from **Raj Madhuran Sir**, the **CTO of C1X**, who faces significant challenges in managing his schedule and hiring the right professionals efficiently.

As a CTO, he juggles multiple **projects, meetings, and hiring decisions**, making time management crucial. Currently, he **manually tracks** his schedule, leading to inefficiencies and frustration. He also spends **valuable time searching for skilled professionals**, which slows down his work.

KEY TAKEAWAYS:

1. **Time Management Issues** – He struggles to keep track of meetings, leading to scheduling conflicts and inefficiencies.
2. **Lack of Automation** – Without a personal assistant, he manually manages appointments, consuming valuable time.
3. **Difficulty in Hiring** – Finding and connecting with the right professionals is slow and tedious.
4. **Frustration & Overload** – The lack of a structured system results in stress and inefficiency.

SAYS 🗣️

"I have too many meetings to track"!

"I need a system that can handle this automatically."

"Hiring professionals should be much faster."

THINKS 💭

"It's exhausting to manage my schedule without a secretary."

"I wish I could quickly connect with the right professionals."

"Why isn't there an AI that can recommend people instantly?"

DOES 🔍

Juggles multiple projects & meetings.

Tries to find free slots manually.

Spends time searching for the right talent.

FEELS ❤️

Overwhelmed by back-to-back commitments.

Frustrated when scheduling consumes valuable time.

Feels impatient when the process takes too long.

USER PERSONAS FOR OUR TARGET USERS:

Persona 1: Raj Madhuram (Tech Leader & Professional)

- **Occupation:** CTO at C1X
- **Pain Points:**
 - Struggles with managing meetings without a secretary.
 - Wants an **AI-based scheduling system** to **automate** the process.
 - Needs to **quickly find and hire** professionals.
- **Goals:**
 - Automate scheduling & reminders.
 - Get AI-driven professional recommendations.
- **Solution Preference:**
 - AI-powered **calendar management** with **automated matching**.

Persona 2: Startup Founder Looking for Professionals

- **Age:** 30 | **Occupation:** Founder of a Startup
- **Pain Points:**
 - Needs skilled professionals but doesn't have time to search manually.
 - Wants a **fast and efficient** way to hire people.
- **Goals:**

- Get **relevant professional recommendations instantly**.
- **Book appointments seamlessly** without back-and-forth messaging.
- **Solution Preference:**
 - AI-driven **matchmaking platform** with one-click scheduling.

Persona 3: Freelance Web Developer

- **Age: 25 | Occupation:** Web Developer
- **Pain Points:**
 - Struggles with finding clients without constant marketing.
 - Wants an **automated system** to get clients based on skills and availability.
- **Goals:**
 - Receive **client requests automatically**.
 - Set availability once and let AI manage bookings.
- **Solution Preference:**
 - AI-powered **auto-booking system** that finds clients.

Persona 4: College Student Seeking Mentorship

- **Age: 20 | Occupation:** CS Student
- **Pain Points:**
 - Needs guidance but doesn't know where to find professionals to help.
 - Struggles with manually searching LinkedIn, email, etc.
- **Goals:**
 - Easily find **mentors** who fit their schedule.
 - Book **quick 1-on-1 sessions** with industry experts.
- **Solution Preference:**
 - AI-powered **mentor-matching system** with instant scheduling.

Persona 5: Doctor Looking for Better Appointment Management

- **Age: 50 | Occupation:** Doctor (Private Clinic)
- **Pain Points:**
 - Overwhelmed with patient scheduling & rescheduling.
 - Needs an **AI-based assistant** to manage bookings.
- **Goals:**
 - Let patients **self-book** appointments based on real-time availability.

- Reduce last-minute cancellations & manage waiting lists.
- **Solution Preference:**
 - AI-powered **automated appointment booking** system.

Persona 6: Marketing Manager Scheduling Sales Calls

- **Age: 35 | Occupation:** Marketing & Sales Manager
- **Pain Points:**
 - Struggles to coordinate **sales meetings across different time zones**.
 - Spends too much time sending **emails to schedule calls**.
- **Goals:**
 - Automate **meeting scheduling** based on mutual availability.
 - Reduce **email back-and-forth** with clients.
- **Solution Preference:**
 - AI-powered **calendar sync & smart scheduling**.

CONCLUSION:

Creating **Empathy Maps & User Personas** helped us understand the pain points of **various professionals & clients**. Our AI-powered system will:

Automate scheduling for professionals.

Quickly match clients with the right professionals.

Eliminate manual searching & back-and-forth communication.

This ensures that our solution truly meets the needs of **all user groups**, from CTOs to freelancers, students, and doctors.