

# Ideation Phase

## Empathize & Discover

Date	30 June 2025
Team ID	LTVIP2025TMID28956
Project Name	Asset Management Portal
Maximum Marks	4 Marks

### Empathy Map Canvas:

The Empathy Map Canvas was created to better understand the needs, feelings, and behaviours of users interacting with the Asset Management Portal. By analyzing what users say, think, do, and feel, the team gained valuable insights into their pain points and expectations. Users expressed a need for faster access to asset data, simplified request processes, and clear tracking of asset status. They often felt frustrated due to delays, lack of visibility, and complicated navigation. By mapping these insights, the team was able to design user-centric features that addressed real concerns, ensuring the portal would be intuitive, responsive, and supportive of everyday asset management tasks.

### Example:

