

# Empathy Canvas Map

## Ideation Phase-

Date	18 July 2025
Team ID	LTVIP2025TMID53342
Project Name	LearnHub: Your Center for Skill Enhancement
Maximum Marks	4 Marks

### Goal:

Understand the needs, frustrations, and behaviors of learners seeking skill enhancement through an interactive platform like LearnHub.

### WHO are we empathizing with?

- Students (college & university level)
- Working professionals seeking upskilling
- Job seekers aiming for career growth
- Teachers providing skill-based courses

### WHAT do they NEED to do?

- Access quality learning resources easily
- Enroll in skill-specific courses
- Track progress and earn certificates
- Engage in interactive learning (quizzes, projects)
- Connect with mentors and peers for guidance

## Empathy Dimensions

SEE  - Multiple online platforms offering fragmented learning - Competitive job market requiring advanced skills - Difficulty finding authentic, affordable courses	HEAR  - Friends recommending popular e-learning platforms - Industry experts emphasizing practical skills - Employers asking for certifications and hands-on experience
SAY	DO

<ul style="list-style-type: none"> <li>- "I want courses that actually help me in my career."</li> <li>- "I don't have time for long programs; I need flexible schedules."</li> <li>- "Where can I find trusted mentors and verified certificates?"</li> </ul>	<ul style="list-style-type: none"> <li>- Search for courses on various platforms</li> <li>- Join free tutorials on YouTube but lack structured learning</li> <li>- Use social media for skill updates</li> <li>- Look for affordable, trusted certifications</li> </ul>
<b>PAINS</b> <ul style="list-style-type: none"> <li>- Lack of personalized learning paths</li> <li>- Overpriced courses on existing platforms</li> <li>- Difficulty in tracking progress</li> <li>- No real-time support from instructors</li> </ul>	<b>GAINS</b> <ul style="list-style-type: none"> <li>- Affordable, authentic skill development</li> <li>- Verified certificates for career growth</li> <li>- Interactive and practical learning experience</li> <li>- Networking with professionals and peers</li> </ul>

## Additional Notes / Insights

Learners prefer modular, outcome-oriented content that maps to real job skills. Badges, milestones, and community discussion increase engagement. Localized language support and mobile-friendly access are strong differentiators in emerging markets.