Ideation Phase

Empathize & Discover

Date: 20 February 2026
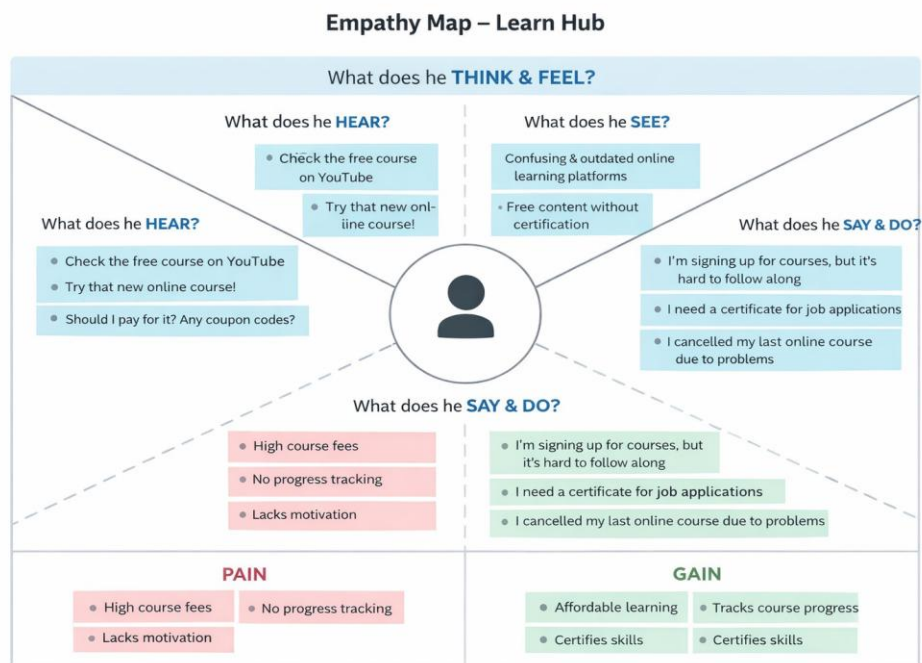
Team ID: LTVIP2026TMIDS70508

Project Name: Learn Hub – Online Learning Platform

Maximum Marks: 4 Marks

Empathy Map Canvas:

An empathy map is a simple visual tool that captures knowledge about a user's behaviors, thoughts, feelings, and challenges. It helps the team better understand the user perspective before designing the solution.

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

Empathy Map – Target User: Student

1. What does the user THINK & FEEL?
• Wants to improve skills and get certified.

• Worried about affordability of courses.

• Concerned about course quality.

• Motivated to build career opportunities.

2. What does the user SEE?
• Many online learning platforms.

• Expensive subscription models.

• Unstructured or outdated courses.

• Advertisements promising quick results.

3. What does the user HEAR?
• Friends recommending certain platforms.

• Influencers promoting paid courses.

• Educators suggesting skill-based learning.

• Employers demanding certifications.

4. What does the user SAY & DO?
• Searches for affordable courses online.

• Compares course ratings and reviews.

• Watches demo videos before enrolling.

• Tracks progress and downloads certificates.

5. PAIN Points
• High course fees.

• Lack of structured learning paths.

• No proper progress tracking.

• Limited access to quality instructors.

6. GAIN Points

• Affordable and accessible learning.

• Structured course modules.

• Progress tracking with completion percentage.

• Downloadable certificate after completion.

• User-friendly dashboard.

Conclusion

Based on the empathy analysis, Learn Hub is designed to provide structured, affordable, and user-friendly online learning with progress tracking and certificate generation to improve student satisfaction and career growth.