

## Ideation Phase

### Empathize & Discover

**Date:** 31 May 2025  
**Team ID:** LTVIP2025TMID24661  
**Project Name:** SmartTeach AI  
**Maximum Marks:** 4 Marks

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#### **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 his or her goals and challenges.

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

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#### **Primary User: Students (High School & College)**

##### **SAYS (What students express verbally):**

- *"I need help understanding this concept, but the teacher isn't available"*
- *"I learn better when I can practice with quizzes and get immediate feedback"*
- *"I wish I could get help with my homework anytime"*
- *"Traditional textbooks are boring and hard to follow"*
- *"I want to know how well I'm doing compared to my previous performance"*
- *"Can someone explain this in simpler terms?"*
- *"I need more practice questions on this topic"*

##### **THINKS (What students believe and their motivations):**

- Education should be more interactive and engaging
- Learning should be available on-demand, 24/7
- Technology can make learning more effective and fun
- Personalized assistance improves understanding
- Progress tracking helps motivation
- AI can provide better explanations than textbooks

- Immediate feedback is more valuable than delayed responses

**DOES (What students actually do - actions and behaviors):**

- Search for educational content on YouTube and Google
- Use various learning apps and educational platforms
- Form study groups for peer learning and discussion
- Struggle with complex concepts alone late at night
- Take screenshots of problems to ask friends later
- Skip difficult topics when no help is available
- Use multiple resources to understand one concept
- Procrastinate when feeling overwhelmed

**FEELS (What students experience emotionally):**

- **Frustrated** when concepts are unclear or confusing
- **Motivated** when receiving immediate, helpful feedback
- **Confident** when having access to reliable help
- **Overwhelmed** by large amounts of unorganized information
- **Anxious** about exam preparation and performance
- **Excited** about interactive learning experiences
- **Relieved** when finding solutions to difficult problems
- **Empowered** when tracking personal progress

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**PAINS (Challenges and obstacles):**

- **Accessibility Issues:** Limited access to teachers outside class hours
- **One-size-fits-all:** Generic learning materials that don't match individual pace
- **Information Overload:** Too many resources without clear guidance
- **Lack of Feedback:** Delayed or no feedback on practice attempts
- **Isolation:** Learning alone without peer or mentor support
- **Time Constraints:** Balancing studies with other responsibilities
- **Cost Barriers:** Expensive tutoring and premium educational resources

**GAINS (Desired outcomes and benefits):**

- **24/7 Availability:** Access to educational help anytime, anywhere

- **Personalized Learning:** Content adapted to individual learning style and pace
- **Immediate Feedback:** Real-time responses to questions and quiz attempts
- **Progress Tracking:** Clear visibility of learning journey and improvements
- **Engaging Content:** Interactive and interesting learning materials
- **Cost-Effective:** Affordable or free access to quality educational assistance
- **Confidence Building:** Better understanding leading to improved academic performance
- **Time Efficiency:** Quick resolution of doubts without waiting