

Ideation Phase

Empathize & Discover

Date	24 Feb 2026
Team ID	LTVIP2026TMIDS80333
Project Name	Freelancerfinder: Discovering Opportunities, Unlocking Potential
Maximum Marks	4 Marks

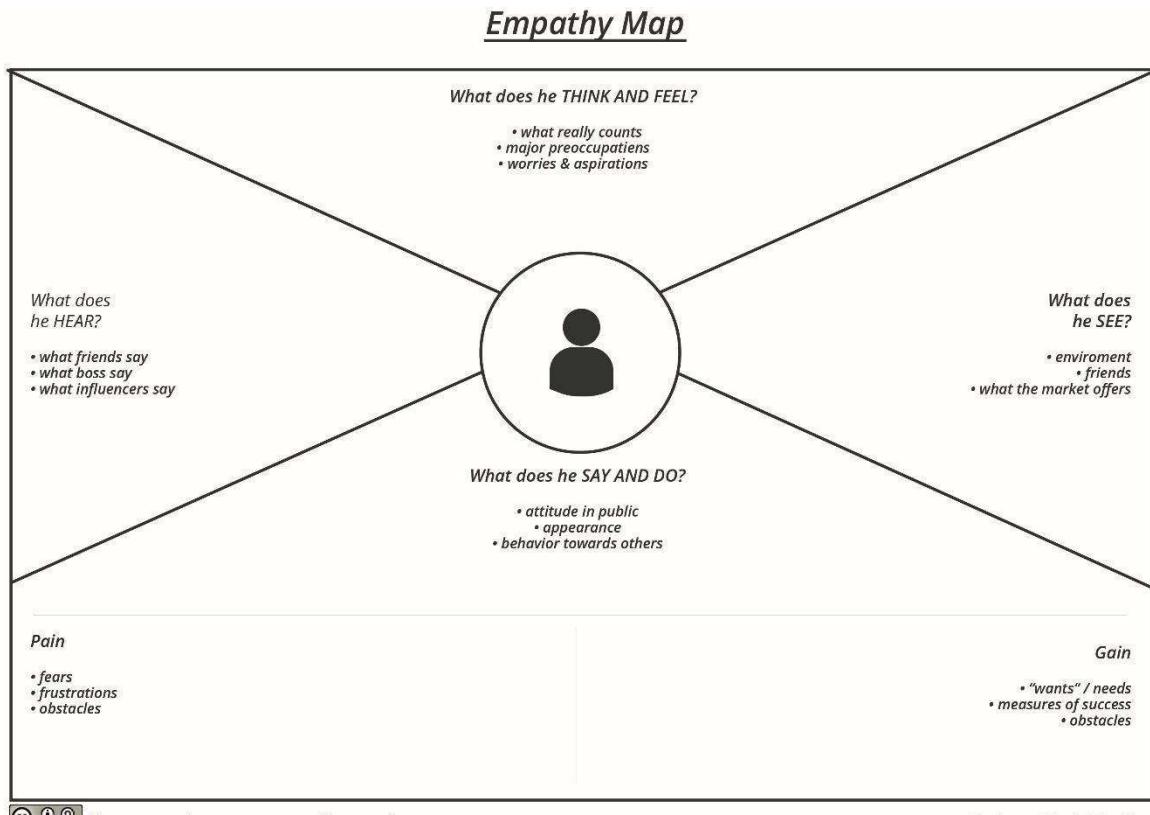
Empathy Map Canvas:

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.

Example:



Business Model Toolbox

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

Example: LearnHub

Says

What have we heard them say?

I want something that's open late and delivers

What are their wants needs, hopes, and goals?
What other thoughts might influence their behaviour?

Are there any good deals or promos I can use?



Persona's name

Short Summary of the persona

Browses the menu and places an order on a food delivery app

Relieved to satisfy their hunger late at night

Does

What behavior have we observed?
What can we imagine them doing?

Feels

What are their fears, frustrations, and goals?
What feelings might influence their behaviour?