## Ideation Phase Empathize & Discover

| Date          | 03 Jun 2025                                 |
|---------------|---|
| Team ID       | LTVIP2025TMID59708                          |
| Project Name  | Citizen AI – Intelligent Citizen Engagement |
|               | Platform                                    |
| Maximum Marks | 4 Marks                                     |

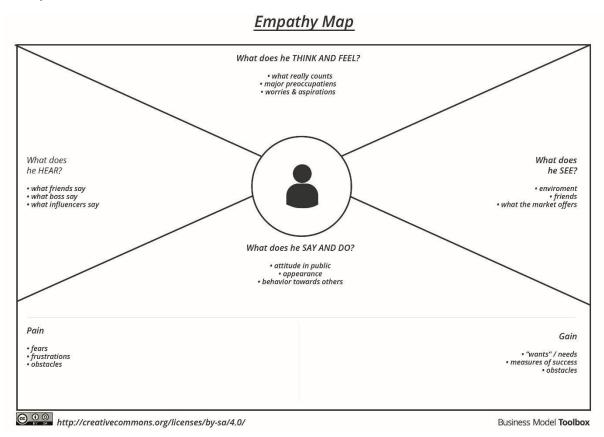
## **Empathy Map Canvas:**

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 helps 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:**



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

## **Empathy Map** What does thiNK and FEEL · Why is everything so complicated with government sites? I wish I had a simpler way to gethelp. THINK and FEEL SEE Why is everything so complicated with governmet sites? · Long lines at local offices Confusing government • I wish I had a simpler way to get websites · Other people using apps for private services • Worr ies: Being ignored, not knowing where to report issues • Aspiration: Have their concerns heard and acted upon SAY and DO • Publicly expresses frustrattion on social media · Complains to neighbors or ward officers • Hesitates to use official portals due to compxity Pain Gain · Frustration with process complexity • Wants fast, clear responses

• Easy feedback/reporting system

· Acknowledgement and transparrency

· Lack of timely response

· No centralized place to interact