

# Ideation Phase

## Empathy Map Canvas

**Team ID:** LTVIP2026TMIDS24962

**Team Size:** 4

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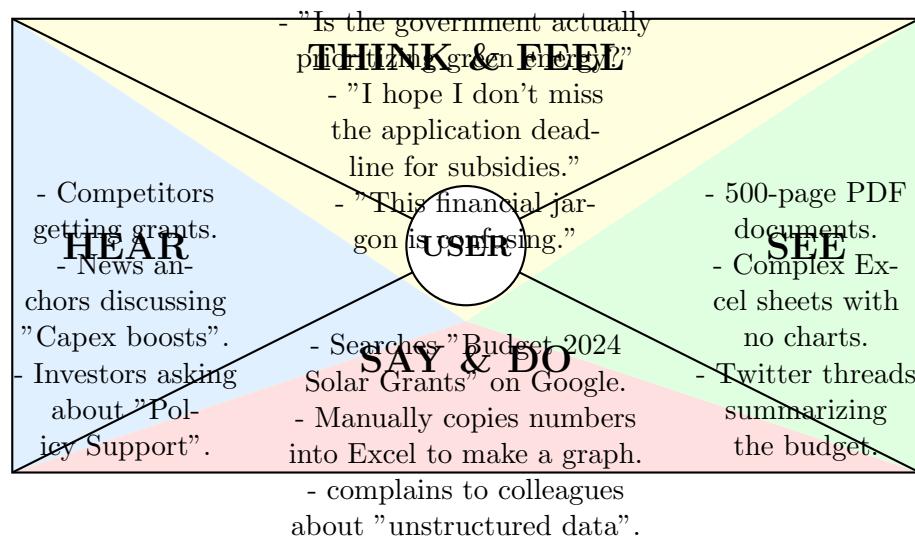
Sobha Vinay Babu Merugumala

Polimetla Naveen Kumar

February 16, 2026

## User Persona: Renewable Energy Startup Founder

[cite\_start] **Goal:** To find specific government grants and incentives for Green Hydrogen in the Union Budget to plan [550].



- Wasting hours searching for one specific scheme.
- PAIN** (Pain, Obstacles)
- Misinterpreting a "Estimate" as an "Actual" allocation.
  - Cannot visualize the growth trend over the last 3 years.

**GAIN** Instant visualization of Wants, Success sector-wise allocation.

- Ability to filter by "Renewable Energy Ministry".
- Clear comparison of 2021 vs 2024 budgets.