

# Ideation Phase Empathy Map Canvas

Team ID: LTVIP2026TMIDS24962

Team Size: 4

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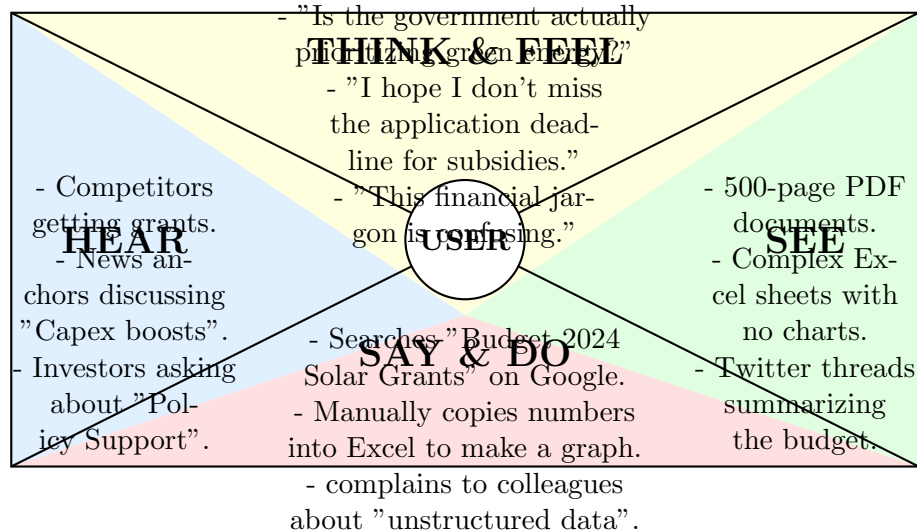
Sobha Vinay Babu Merugumala

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.

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

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