

## Ideation Phase

### Empathize & Discover

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Team ID	LTVIP2025TMID31853
Project Name	Citizen AI-Intelligent Citizen Engagement Platform
Maximum 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:

## Empathy Map Canvas

Designed for:

Designed by:

Date:

Version:

The diagram is a large rectangle divided into seven numbered sections around a central profile of a person's head. The head is facing right, with an ear on the left and a mouth on the right. The sections are as follows:

- 1 WHO are we empathizing with?**  
Who is the person we want to understand?  
What is the situation they are in?  
What is their role in the situation?
- 2 What do they need to DO?**  
What do they need to do differently?  
What job(s) do they want or need to get done?  
What decision(s) do they need to make?  
How will we know they were successful?
- 3 What do they SEE?**  
What do they see in the marketplace?  
What do they see in their immediate environment?  
What do they see others saying and doing?  
What are they watching and reading?
- 4 What do they SAY?**  
What have we heard them say?  
What can we imagine them saying?
- 5 What do they DO?**  
What do they do today?  
What behavior have we observed?  
What can we imagine them doing?
- 6 What do they HEAR?**  
What are they hearing others say?  
What are they hearing from friends?  
What are they hearing from colleagues?  
What are they hearing second-hand?
- 7 What do they THINK and FEEL?**  

**PAINS**  
 What are their fears, frustrations, and anxieties?

**GAINS**  
 What are their wants, needs, hopes and dreams?

  
 What other thoughts and feelings might motivate their behavior?

Example:

## EMPATHY MAP *Example (Buying a TV)*

