Ideation Phase
Empathize & Discover

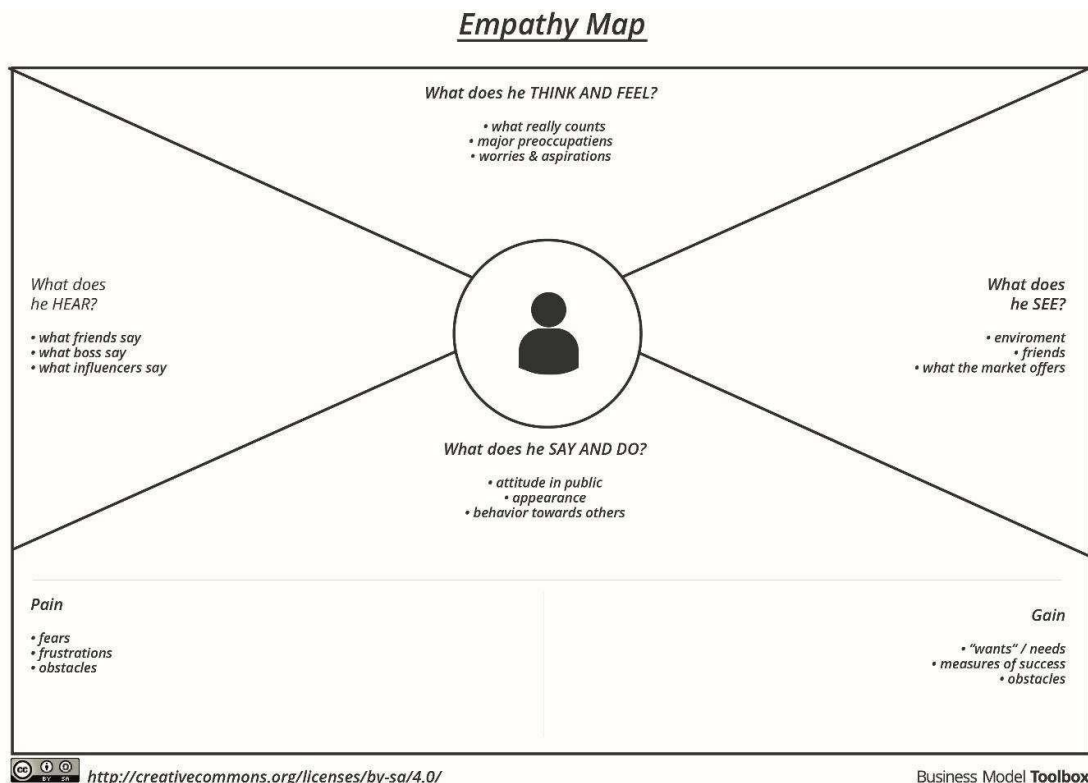| Date	28-06-2025
Team ID	LTVIP2025TMID29809
Project Name	EDUCATIONAL ORGANISATION
Maximum Marks	4 Marks

Empathy Map Canvas:

An Empathy Map is a simple and easy-to-understand visual tool that captures insights about a user's behaviors, thoughts, and attitudes.

It helps teams develop a deeper understanding of their users by stepping into their shoes and considering their experiences, needs, and challenges

Creating an effective solution begins with truly understanding the real problem and the person who is experiencing it.

The process of building an empathy map encourages participants to view the situation from the user's perspective, focusing on their goals, feelings, pain points, and motivations.

Example:

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

I need an easier way to handle admilssssions and student te-

Annoying

Doesn't want paper based files

What should I eat today?

I'm need quicker pr-o-casses and efter trackie

Formuark to sho assuess save

Think & Feel

There are many steps and processes

Paper files, scattered data and slow changes

Forms without drop-downs

Only printer-based records

Hear

See

I look for guidelines.

Outdated software that doesn't allow changes

Only office working hours

Say & Do

Manually enter student records

Manually enter student entry tasks

Check admission prop rese using paper lists

Spend time to trying to find missing data

Pain

Hard to digitalize student re-cords

Uncomfortable manual entry tasks

Looking for quicker proc-esses

Gain

Ease of use

Accurate student performance