**Ideation Phase**

**Empathize & Discover**

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| **Team ID :** | **LTVIP2025TMID52692** |
| **Project Name :** | **ResolveFlow: Online Complaint Registration and Management System** |

This report details the foundational **Empathize & Discover** phase for the Online Complaint Registration and Management System. This critical initial stage is dedicated to gaining a profound understanding of the project's context, the target users, their needs, pain points, and the environment in which the system will operate. By empathizing with our users, we lay the groundwork for a truly user-centric design that effectively addresses real-world problems.

**Understanding the Empathize & Discover Phase**

The "Empathize & Discover" phase is the cornerstone of any successful design and development process. It involves deep immersion into the world of our users to understand their experiences, motivations, and frustrations. This phase is characterized by gathering diverse perspectives and data, moving beyond assumptions to uncover genuine insights.

**Key Objectives of this Phase:**

* **Uncover User Needs:** Identify explicit and implicit needs, challenges, and goals of all stakeholders who will interact with the system (customers, agents, administrators).
* **Map User Journeys:** Understand the current processes users follow, highlighting touchpoints, emotions, and friction points.
* **Define Problem Statements:** Clearly articulate the specific problems the system aims to solve.
* **Establish Context:** Grasp the organizational, technical, and regulatory environment.
* **Build Empathy:** Foster a deep understanding of users' perspectives to inform design decisions.

**Key Activities Undertaken:**

1. **Stakeholder Interviews:** Conducted in-depth interviews with potential customers (like John), customer service agents (like Sarah), and system administrators to gather first-hand accounts of their current experiences, challenges, and desired improvements.
2. **User Observation (Simulated):** Analyzed existing complaint handling scenarios and identified typical user behaviors and pain points.
3. **Competitive Analysis:** Researched existing complaint management solutions to understand market trends, best practices, and potential areas for differentiation.
4. **Requirements Gathering:** Collected and documented functional and non-functional requirements based on user insights and business objectives.
5. **Regulatory Compliance Research:** Initiated investigation into relevant data protection regulations and industry-specific compliance requirements to ensure the system's design adheres to necessary standards.

**User Flow Diagram: John's Complaint Journey**

