Ideation Phase
Empathize & Discover

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Project Name	ResolveNow: Your Platform for Online Complaints
Maximum Marks	4 Marks

Empathy Map Canvas – ResolveNow

To build an effective complaint management system, it's important to understand the **user's mindset, goals, and challenges**. In ResolveNow, our primary users are individuals trying to submit and track complaints efficiently. The empathy map helps us step into their shoes and design a platform that truly meets their expectations.

The user **sees** a complaint form with fields to fill out, a dashboard with complaint status, and sometimes, a lack of updates. They **say** things like "I want to know what's happening with my complaint" or "There should be someone I can talk to about this." They **think** about whether their complaint will be seen, how long the process will take, and whether they can trust the platform. They **hear** notification sounds, automated email responses, and sometimes nothing—causing uncertainty.

The **pains** they experience include unclear complaint progress, no direct way to contact agents, and delays in response. On the other hand, their **gains** include the hope for a fast, transparent process, real-time updates, and proper resolution through an interactive and user-friendly interface.

Understanding this emotional and practical journey is what guided the design of features like real-time tracking, chat with agents, feedback collection, and a secure login system in ResolveNow.