Ideation Phase

Empathy Map Canvas

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Team ID: LTVIP2025TMID28676
Project Name: Optimizing Role-Based Access and Task Workflows
Maximum Marks: 4 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 help teams better understand their users and design better solutions.

Creating an effective solution requires understanding the true problem and the person who is experiencing it.

This exercise helps participants consider things from the user's perspective along with their goals and challenges.

SAYS	THINKS
"I need a better way to assign and monitor tasks." "Why can't I see who did what and when?"	"There's no clear visibility into task ownership." "The current system wastes time and causes confusion."
DOES	FEELS
Creates tasks manually, follows up with emails. Double-checks permissions.	Frustrated due to lack of automation. Overwhelmed and unsupported.

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