

Ideation Phase Empathize & Discover

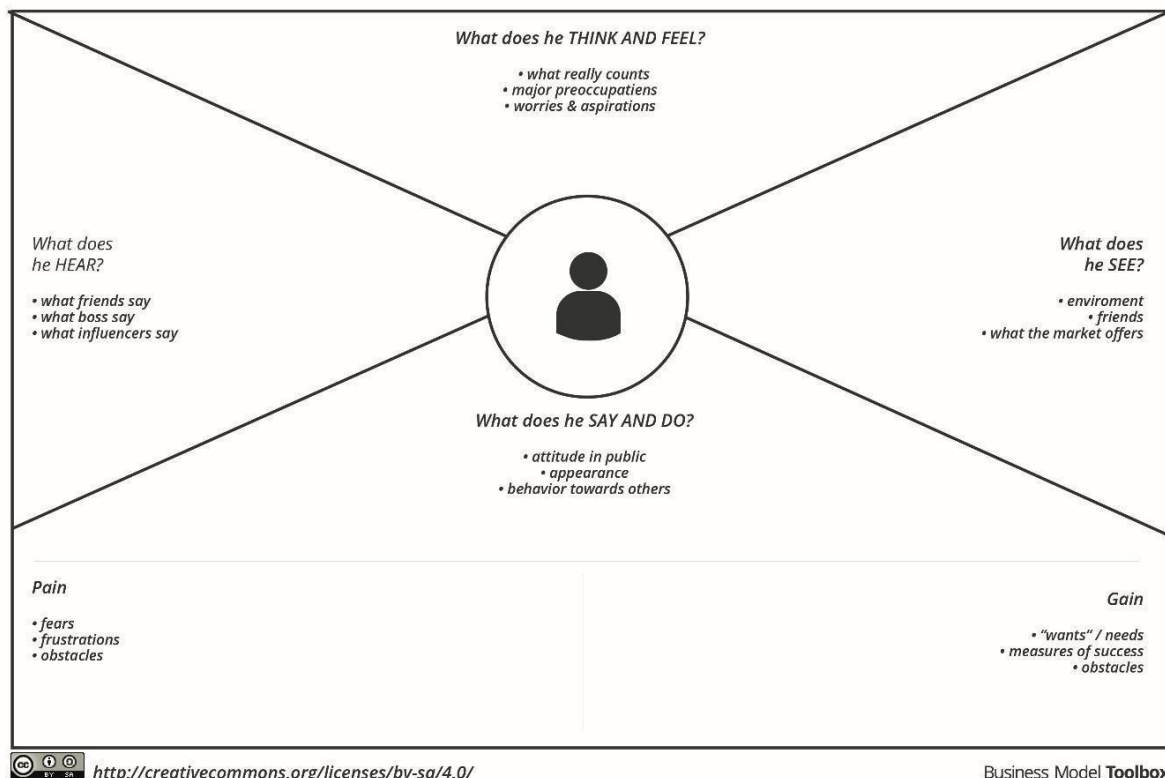
Date	19 th June 2025
Team ID	LTVIP2025TMID52981
Project Name	Orderonthego
Mentor Name	Dr Shaik Salma Begam
Maximum Marks	4 Marks

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. 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



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

Example: LearnHub



Says

What have we heard them say?

Thinks

What are their wants needs, hopes, and dreams?
What other thoughts might influence their behavior?

I want something that's open late and delivers.

Are there any good deals or promos I can use?



Person's name

Short summary of the persona

Browses the menu and places an order on a food delivery app

Relieved to satisfy their hunger late at night



Does

What behavior have we observed?
What can we imagine them doing?

Feels



"What are their fears, frustrations, and desires?"
What other factors might influence their behavior?