Date	June 2025
Team ID	LTVIP2025TMID57442
Project Name	Learning Online platform
Maximum Marks	4 Marks

Empathy Map Canvas

User Persona: John – A frustrated citizen facing service issues

Thinks	Feels
"Will anyone even look at my complaint?"	Frustrated due to lack of proper response
"I want to help improve the system"	Anxious about how long the process will take
"Why isn't there an easier way to report issues?"	Feels neglected and not valued as a citizen

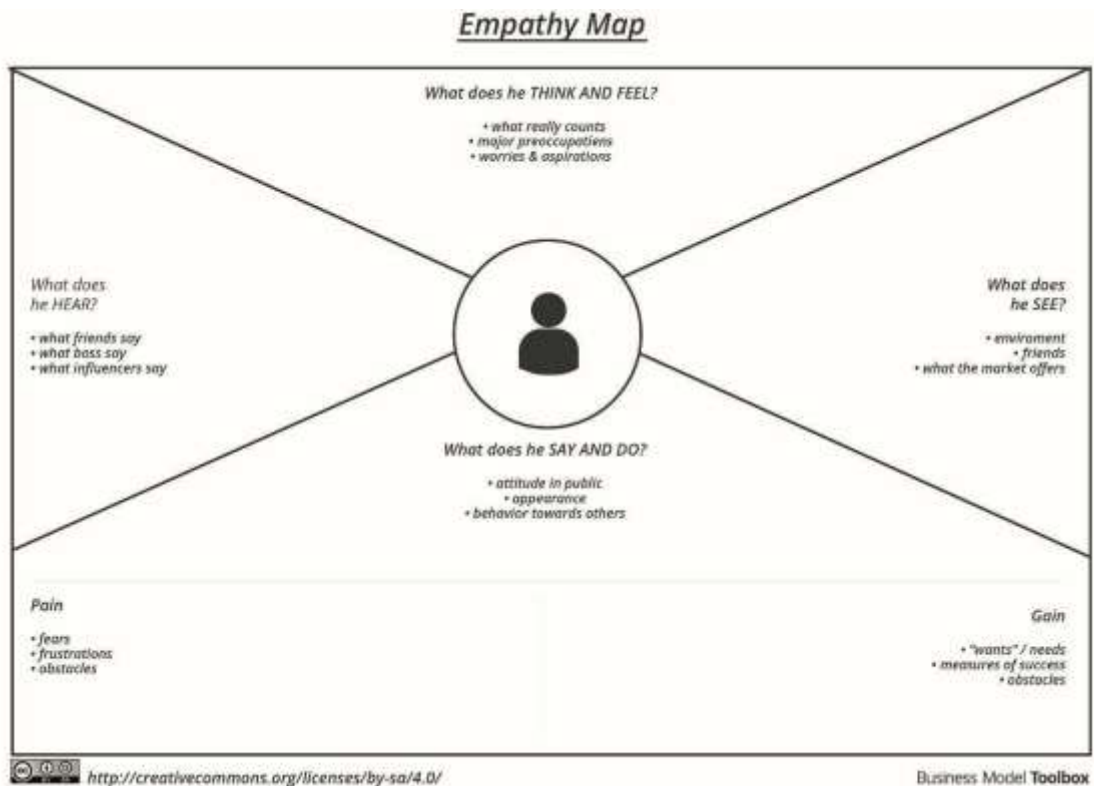| Says	Does
"I submitted a complaint but never got a reply"	Tries to contact officials but receives no updates
"There should be a transparent way to track complaints"	Takes screenshots, writes long explanations
"Nobody is listening to our problems"	Abandons filing complaints out of disappointment

Pain Points:

- Difficulty in knowing where to file complaints

- Lack of updates and transparency

- Long delays in resolution

- Poor user experience in existing systems

Needs & Goals:

- A user-friendly platform for filing complaints

- Real-time tracking of complaint status

- Interaction with the responsible department/agent
- Trustworthy and responsive system Example:

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