**Ideation Phase**

**Empathize & Discover**

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| **DATE:** | **26-06-2025** |
| **Team ID :** | **LTVIP2025TMID58052** |
| **Project Name :** | **LearnHub: Your Center for Skill Enhancement** |

This report details the foundational Empathize & Discover phase for LearnHub. This critical initial stage focuses on gaining a deep understanding of the platform’s context, target learners and instructors, their needs, pain points, and the environment in which LearnHub operates. By empathizing with our users, we ensure that LearnHub evolves as a user-centric platform that effectively addresses real learning challenges.

**Understanding the Empathize & Discover Phase**

The Empathize & Discover phase is essential to building meaningful learning experiences. This phase involves immersing into the world of learners, instructors, and administrators to capture their experiences, challenges, and motivations. It ensures design and development are guided by authentic user insights, moving beyond assumptions to create relevant, impactful features.

**Key Objectives of this Phase:**

* Identify User Needs: Capture explicit and implicit needs, challenges, and aspirations of learners, instructors, and admins.
* Map User Journeys: Understand the complete learning process on LearnHub, highlighting touchpoints, emotions, and friction points.
* Define Problem Statements: Clearly outline specific challenges LearnHub will address to improve the user experience.
* Understand Context: Grasp technical, organizational, and academic environments influencing learner behavior and platform usage.
* Foster Empathy: Build a thorough understanding of user perspectives to guide future design and feature implementation.

**Key Activities Undertaken:**

1. Stakeholder Interviews:  
   Conducted discussions with learners (college students preparing for placements), instructors (industry professionals contributing courses), and administrators to understand current challenges in online learning, expectations from LearnHub, and desired improvements.
2. User Observation (Simulated):  
   Analyzed how learners currently discover, enroll in, and engage with online courses across platforms, identifying typical behaviors, frustrations, and motivations that influence course completion and engagement.
3. Competitive Analysis:  
   Reviewed leading online learning platforms to understand market trends, effective user engagement strategies, and opportunities for LearnHub to differentiate by focusing on learner needs, UI simplicity, and interactive learning.
4. Requirements Gathering:  
   Collected and documented functional requirements (course discovery, progress tracking, discussion forums) and non-functional requirements (performance, mobile responsiveness) based on user feedback and project objectives.
5. Academic and Technical Context Research:  
   Investigated best practices for online learning platforms, educational compliance guidelines, and strategies to support skill development and placement readiness for learners.

**User Flow Mapping: A Learner’s Journey on LearnHub**

To better understand learner experiences, a user flow was mapped to illustrate a typical learner’s journey:

1. Registration/Login: Learner creates an account or logs in using secure authentication.
2. Course Discovery: Learner browses or searches for courses using filters and recommendations.
3. Enrollment: Learner enrolls in a chosen course after reviewing the syllabus and instructor profile.
4. Learning Engagement: Learner progresses through structured modules, participates in discussions, and completes quizzes.
5. Progress Tracking: Learner checks the dashboard to monitor module completion and track learning goals.
6. Course Completion: Learner completes the course, potentially earning a certificate for portfolio use.
7. Feedback and Community Interaction: Learner leaves course feedback and engages in forums for continued learning.

**User Flow Diagram:**

