Ideation Phase

Empathize & Discover

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Team ID	SWTID1743161557
Project Name	Online Complaint Registration and Management System (OCRMS)
Program	Full Stack Development MERN_VIT

<u>Empathy Map:</u>

Empathy mapping is a user-centered technique that helps visualize and understand the needs, thoughts, emotions, and behaviors of users interacting with a system. In the context of the **Online Complaint Management System (OCRMS)**, an empathy map provides insights into how users experience the complaint resolution process, highlighting their expectations, frustrations, and motivations.

By identifying what users think, feel, see, hear, say, and do, along with their pains and gains, we can design a system that enhances user satisfaction, improves efficiency, and ensures transparency in complaint handling. The following empathy map illustrates these user perspectives in detail.

Empathy Map for OCRMS: