

Ideation Phase

Empathize & Discover

Date	23 February 2026
Team ID	LTVIP2026TMIDS90304
Project Name	ONLINE COMPLAINT REGISTRATION AND MANAGEMENT SYSTEM
Maximum Marks	4 Marks

Empathy Map Canvas

This empathy map captures the mindset of a typical user (like John) who has encountered a product defect and needs a reliable way to seek a resolution.

Category	Observations & Insights
WHO are we empathizing with?	John, a customer who recently purchased a product online and discovered a defect. He wants a fair resolution, such as a refund or replacement.
What do they need to DO?	He needs to create an account securely , submit a detailed complaint with evidence , and track the progress until the issue is resolved.
What do they SEE?	He sees a dashboard with options to "Submit Complaint" or view "My Complaints". He sees status updates changing in real-time and a built-in chat window for communication.
What do they SAY?	"I noticed a defect in my item and need to file a complaint". "I am satisfied with the prompt resolution and courteous service provided by the agent".
What do they DO?	He fills out registration forms , verifies his email , uploads images/documents showcasing defects , and interacts with agents through messaging.
What do they HEAR?	He "hears" (receives) confirmation messages of registration and automated email notifications whenever there is a status update or a message from Sarah, the agent.
What do they THINK and FEEL?	Pains: Worried about being ignored or stuck with a defective product. Gains: Feels empowered by the centralized platform and satisfied when the resolution is reached.

User Experience Visualized

The system's architecture supports this empathy map by ensuring a seamless flow from the user's initial frustration to final satisfaction.

Empathy Map

