

Ideation Phase

Empathize & Discover

Date	June 2025
Team ID	LTVIP2025TMID56412
Project Name	ResolveNow: Your Platform for Online Complaints
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"

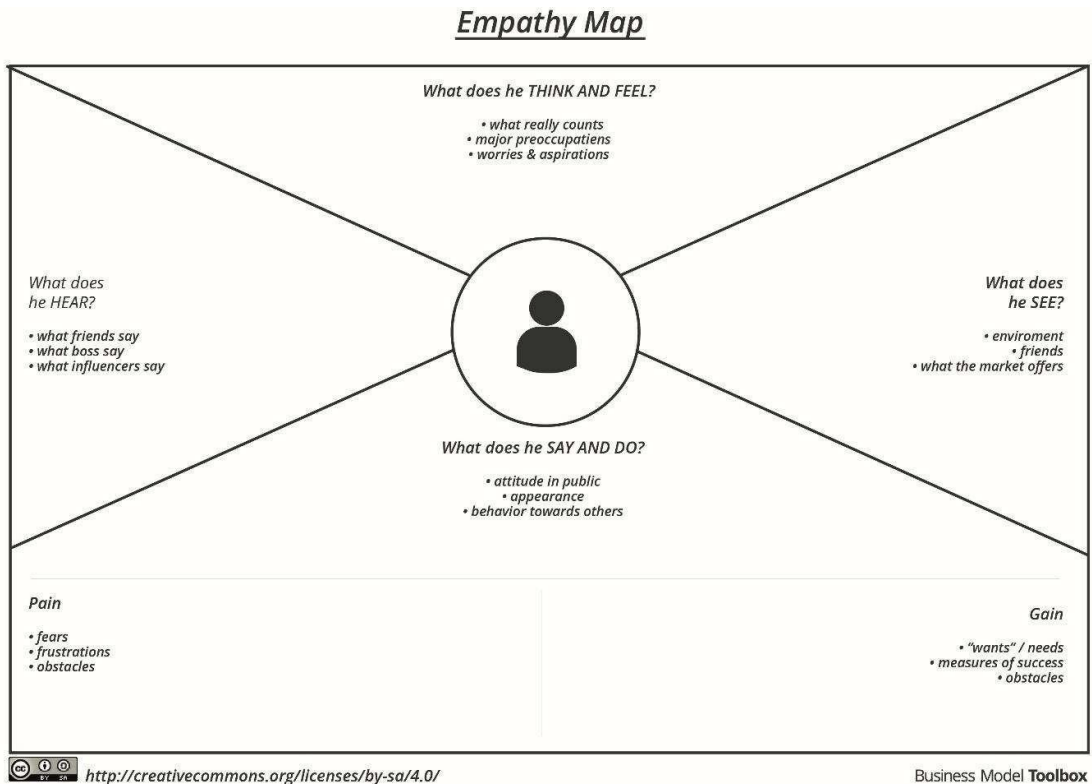
Abandons filing complaints out of
disappointment

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>