

Ideation Phase

Empathize & Discover

Date	22nd JUNE 2025
Team ID	LTVIP2025TMID59454
Project Name	LearnHub: Your Center for Skill Enhancement
Maximum Marks	4 Marks

Empathy Map Canvas:

USER PERSONA:

Name: Priya Sharma

Age: 21

Background: Final-year engineering student

Goal: To improve her technical and soft skills and become job-ready.

Frustration: She feels unprepared for interviews despite having good academic scores.

SAYS

- “I wish my college provided more practical learning.”
- “I want to get placed in a good company, but I don’t know what skills I’m missing.”
- “I need certifications that are actually valued by recruiters.”
- “There’s too much information online — I don’t know what to focus on.”

THINKS

- “Will this platform actually help me get a job?”
- “Others seem to be doing better because they’re taking extra courses — am I behind?”
- “I hope this isn’t another boring, theoretical program.”
- “I need to make good use of my final year.”

DOES

- Attends online and offline workshops
- Searches YouTube/Google for free courses
- Asks peers for course or platform recommendations
- Updates her resume regularly, but with little guidance

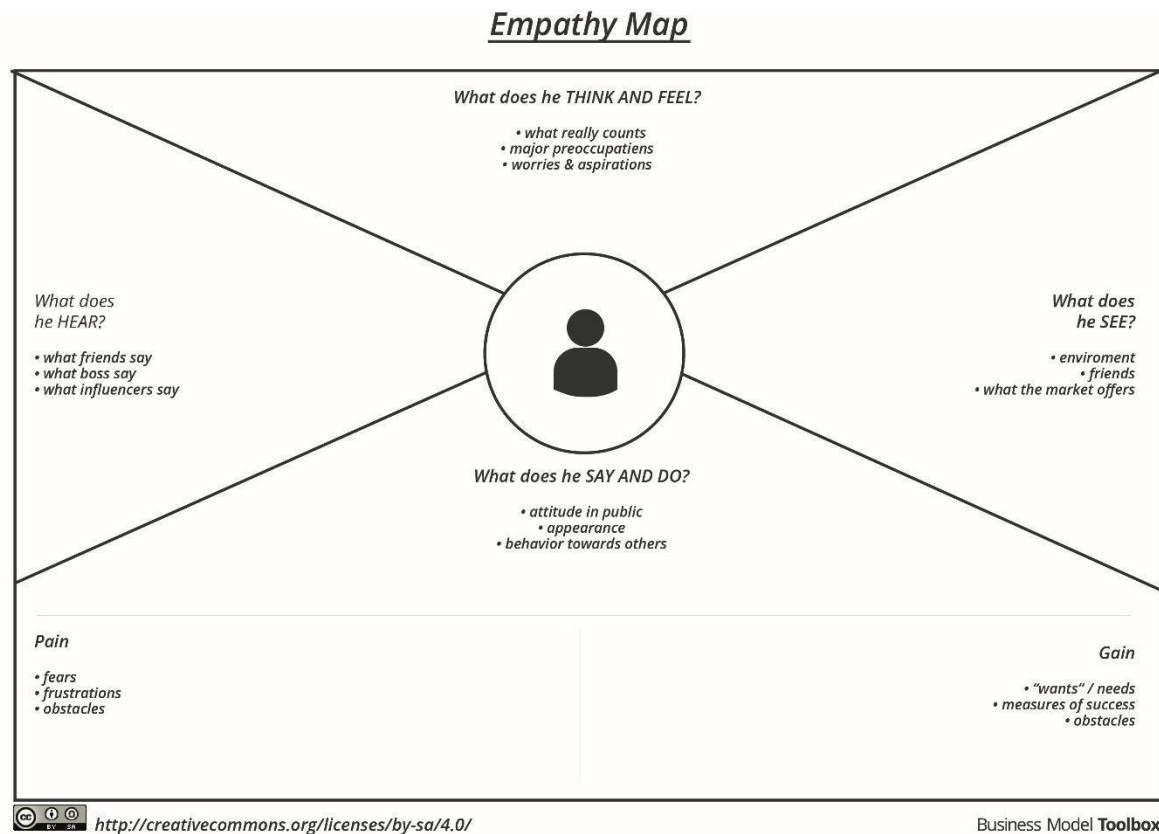
PAINS

- Lack of guidance on what skills are most important
- Confusion due to too many platforms/courses
- No personalized feedback
- Doesn’t know how to apply skills in real-world contexts

GAINS

- Structured learning path with skill certifications
- Mentorship and career counseling
- Practical projects and real-time assessments
- Community interaction with peers and industry experts

Example:



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

Example: LearnHub

