**Ideation Phase**

**Empathize & Discover**

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| --- | --- |
| Date | 30 june 2025 |
| Team ID | LTVIP2025TMID49959 |
| Project Name | Your Center For Skill Enhancement |
| Maximum Marks | 4 Marks |

**Empathy Map Canvas:**

An empathy map is a simple, easy-to-digest visual that captures knowledge about a user’s behaviours and attitudes.

It is a useful tool to helps teams better understand their users.

Creating an effective solution requires understanding the true problem and the person who is experiencing it. The exercise of creating the map helps participants consider things from the user’s perspective along with his or her goals and challenges.

**Example:**

Diagram

Description automatically generated

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

**Empathy Map – Online Learning Platform (OLP)**

**WHO are we empathizing with?**

* **College students and working professionals looking to upgrade skills**
* **Teachers and educators wanting to share their expertise**
* **Administrators managing the learning platform**

**What do they NEED to do?**

* **Students:**
  + **Learn new skills flexibly**
  + **Access affordable, high-quality courses**
  + **Track progress and earn certificates**
* **Teachers:**
  + **Easily create and manage online courses**
  + **Engage students through interactive tools**
  + **Earn income from premium courses**
* **Admins:**
  + **Monitor users and courses**
  + **Handle payments and technical issues**
  + **Ensure platform security and usability**

**What do they SEE?**

* **Many scattered platforms offering partial solutions**
* **Confusing user interfaces on some platforms**
* **High costs on well-established e-learning sites**
* **Lack of interactivity in certain platforms**
* **Difficulty finding courses that match learning goals**

**What do they SAY?**

* **“I wish there was one platform that had everything I need.”**
* **“I want certificates to showcase my skills.”**
* **“I need a secure platform to pay for courses.”**
* **“I’d like to teach online but it seems too complex.”**
* **“It’s hard to keep track of my learning progress.”**

**What do they DO?**

* **Browse multiple learning sites for content**
* **Watch free videos but miss structured learning**
* **Join external forums for course recommendations**
* **Drop out from platforms that have poor UX**
* **Look for certifications to boost resumes**

**What do they HEAR?**

* **Friends recommending different e-learning sites**
* **Influencers promoting various learning apps**
* **Employers stressing the importance of certifications**
* **Warnings about scams in online learning**

**What PAINS do they experience?**

* **Overwhelmed by too many choices**
* **Frustration with incomplete learning solutions**
* **High costs for quality courses**
* **Difficulty finding trustworthy platforms**
* **Lack of interactivity and engaging content**

**What GAINS do they expect?**

* **All-in-one platform with high-quality learning content**
* **Affordable prices for premium courses**
* **Recognized certificates for career advancement**
* **User-friendly and interactive experience**
* **Safe and seamless payment processes**

**Outcome:  
This empathy map provides a clear understanding of user perspectives, enabling the team to design an Online Learning Platform that truly meets users’ learning needs and expectations.**