Ideation Phase
Empathize & Discover

Date	24 June 2025
TeamID	LTVIP2025TMID30215
Project Name	A CRM Application for Public Transport Management System
MaximumMarks	

Empathy Map Canvas:

An empathy map is a simple, easy-to-digest visual that captures knowledge about a user's behaviour 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.

User Persona

- **Name:** Priya
- **Role:** Passenger (Daily Commuter)
- **Age:** 34
- **Goal:** Plan and complete daily bus trips efficiently with clear information on timing, fares, and availability.

SAYS

"Is the bus on time today?"

"Where can I check the fare and available routes?"

"I wish I had real-time updates on delays or cancellations."

THINKS

"Will the bus be overcrowded again?"

"Is there a better or cheaper route I could take?"

"Will I be late for work because of inaccurate timings?"

DOES

Opens the transport app or asks at the station.

Checks route boards and fare tables.

Waits for the bus without knowing the exact time.

Tries to contact conductors or staff manually.

FEELS

Frustrated when trip or fare information is missing or unclear.

Worried about reaching destinations on time.

Relieved and confident when the system provides real-time, accurate information with transparency.