

Ideation Phase - Empathy Map Canvas

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Team ID: LTVIP2026TMIDS51576

Project Name: AutoSage – AI Vehicle Expert App (Gemini Flash)

THINK & FEEL:

- Wants best vehicle within budget
- Worried about wrong purchase
- Mileage and maintenance cost important
- Confused by online reviews

HEAR:

- Friends suggest different models
- Mechanics advise low maintenance vehicles
- Family recommends economical options

SEE:

- Many vehicle advertisements
- Different prices across showrooms
- Confusing specification charts

SAY & DO:

- Searches Google and YouTube reviews
- Visits showrooms
- Asks friends and seniors

PAIN:

- Too many choices

- Hard to compare vehicles
- Unclear maintenance cost

GAIN:

- Simple recommendations
- Honest reviews
- Maintenance guidance
- Budget friendly suggestions