Ideation Phase - Empathy Map Canvas

Date: 22nd Feb 2026

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