Ideation Phase
Empathize & Discover

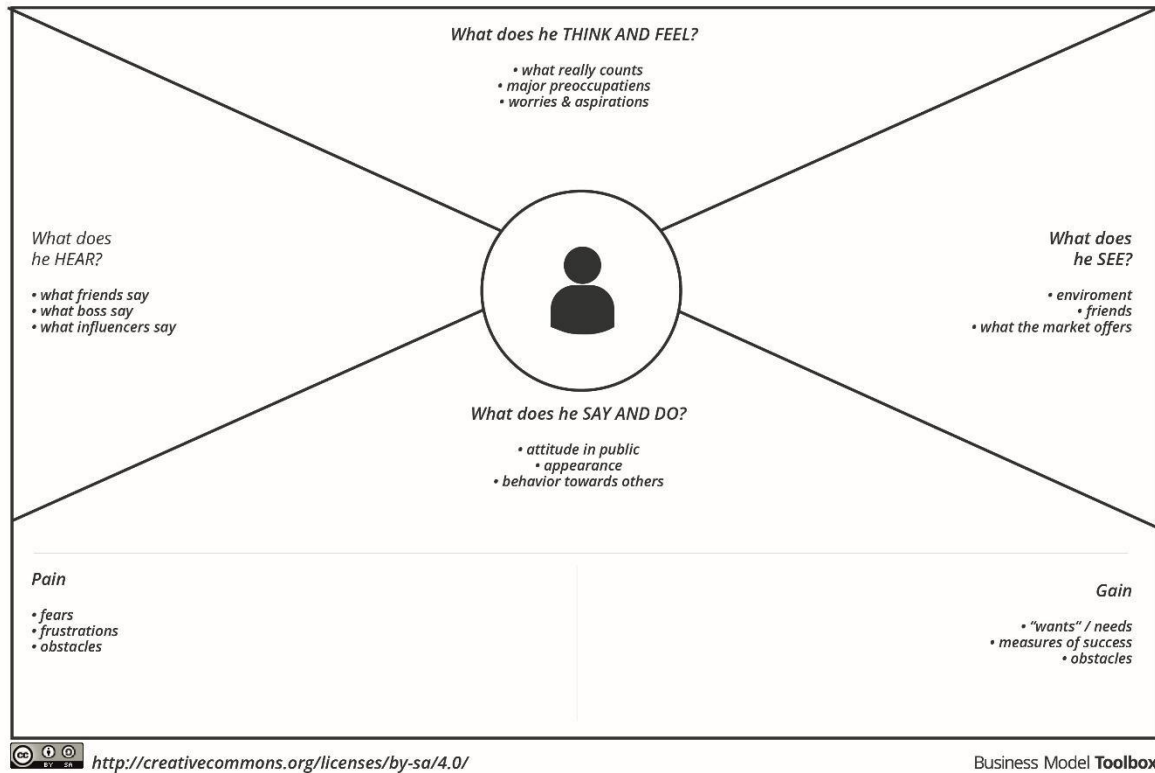|	
Date	27 June 2025
Team ID	LTVIP2025TMID52721
Project Name	Edututor-AI-personalized-Learning-with-Generative-AI -and-LMs-Integration
Maximum Marks	4 Marks

Empathy Map Canvas:

1. Customer Perspective: Understand the customer's thoughts, feelings, and behaviors.

2. Pain Points: Identify the customer's pain points and challenges.

3. Gains: Identify the customer's goals and aspirations.

4. Emotional Connection: Understand the customer's emotional connection to the problem or solution.

Benefits

1. Deep Understanding: Gain a deep understanding of the customer's needs and pain points.

2. Human-Centered Design: Design solutions that are human-centered and empathetic.

3. Improved Customer Experience: Improve the customer experience by addressing their needs and pain points.

Example:

Empathy Map

What does he THINK AND FEEL?
- what really counts
- major preoccupatiens
- worries & aspirations

What does he HEAR?
- what friends say
- what boss say
- what influencers say

What does he SEE?
- enviroment
- friends
- what the market offers

What does he SAY AND DO?
- attitude in public
- appearance
- behavior towards others

Pain
- fears
- frustrations
- obstacles

Gain
- "wants" / needs
- measures of success
- obstacles

Business Model **Toolbox**

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

Example: Food Ordering & Delivery Application

Empathy Map

Think & Feel

- What this dish look like?
- Annoying
- Doesn't want frozen food
- What should I eat today?
- I'm hungry, but I don't have time to go downstairs
- Why don't they provide card payment

Hear

- There are many food selections
- Don't forget to prepare your cash
- It looks like……

See

- Menu without food photos
- Only cash payment option
- Driver doesn't have enough changes
- Only cash payment option

Say & Do

- Go downstair to pick up food and pay the driver in cash
- Spend 30 mins scolling and quit at the end
- Looking for food that matches interest
- I couldn't find food that I want
- I don't have enough cash with me right now

Pain

- Hard to find their food interests
- Uncomfortable paying cash
- Looking for food that matches interest

Gain

- Comfortable
- Accuracy