Ideation Phase Empathize & Discover

Date	27 June 2025
Team ID	LTVIP2025TMID31153
Project Name	Edu Tutor AI: Personalized Learning with
	Generative AI and LMS Integration
Maximum Marks	4 Marks

Empathy Map Canvas EduTutor AI:

1. SAYS:

What the student/user verbally expresses:

- o "I don't understand this topic, even after watching videos."
- o "I need a simple explanation like a teacher would give."
- o "I wish I could practice more questions like in school."

2. THINKS:

What the user is thinking but might not say out loud:

- "Am I studying the right way?"
- o "What if I fail the test because I missed something important?"
- o "Other students probably have better help than I do."

3. DOES:

What actions or behaviors the student takes:

- Searches YouTube or websites for topics
- Uploads books or PDFs to extract questions
- o Tries apps for grammar and test prep
- Attempts mock tests but gets no explanations

4. FEELS:

What emotions the user experiences:

- Anxious and overwhelmed before exams
- o Relieved when they finally understand a topic
- o Disappointed by one-size-fits-all apps
- o Excited when learning becomes personalized

Example:

Empathy Map What does he THINK AND FEEL? what really counts major preoccupatiens worries & aspirations What does What does he HEAR? he SEE? what friends say what boss say what influencers say enviroment • friends • what the market offers What does he SAY AND DO? • attitude in public appearance behavior towards others Pain Gain • fears • frustrations • obstacles • "wants" / needs • measures of success • obstacles

Business Model Toolbox

Example: EduTutor AI

http://creativecommons.org/licenses/by-sa/4.0/

