Ideation Phase
Empathize & Discover

Date	June 2025
Team ID	LTVIP2025TMID50838
Project Name	ResolveNow: Your Platform for Online Complaints
Maximum Marks	4 Marks

Empathy Map Canvas

User Persona: *John – A frustrated citizen facing service issues*

Thinks

"Will anyone even look at my complaint?"

"I want to help improve the system"

"Why isn't there an easier way to report issues?"

Feels

Frustrated due to lack of proper response

Anxious about how long the process will take

Feels neglected and not valued as a citizen

Says

"I submitted a complaint but never got a reply"

"There should be a transparent way to track complaints"

"Nobody is listening to our problems"

Does

Tries to contact officials but receives no updates

Takes screenshots, writes long explanations

Abandons filing complaints out of disappointment

Pain Points:

- **Difficulty in knowing where to file complaints**

- **Lack of updates and transparency**

- **Long delays in resolution**

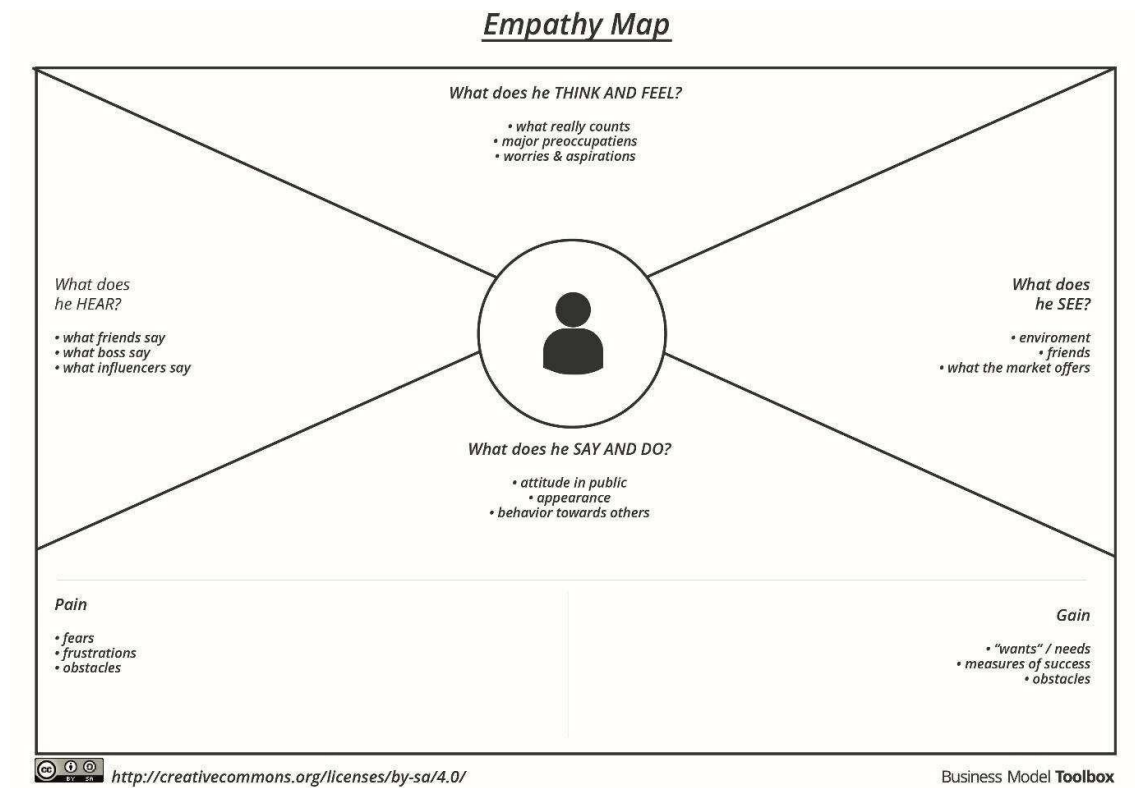- **Poor user experience in existing systems**

Needs & Goals:

- **A user-friendly platform for filing complaints**

- **Real-time tracking of complaint status**

- **Interaction with the responsible department/agent**

- **Trustworthy and responsive system**

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