# Project Title: Enchanted Wings: Marvels of Butterfly Species

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## Empathy Map Canvas

Empathy mapping is a collaborative visualization used to articulate what we know about a particular type of user. It helps synthesize observations and draw out insights to better understand user needs.

### Empathy Map Sections

|  |  |
| --- | --- |
| Section | Description |
| Says | What does the user say out loud in interviews or usability testing? |
| Thinks | What might the user be thinking? What matters to them but they don’t say? |
| Does | What actions and behaviors do we observe? |
| Feels | What worries and aspirations does the user have? |
| Pains | What challenges or frustrations is the user facing? |
| Gains | What does the user need to achieve success or satisfaction? |

## Example: Food Ordering & Delivery Application

|  |  |
| --- | --- |
| Section | Content |
| Says | “I want my food to arrive quickly.” “I don’t trust the estimated delivery time.” |
| Thinks | “Will my food be hot and fresh when it arrives?” “Should I try a new restaurant or stick to what I know?” |
| Does | Checks multiple apps for deals, tracks delivery status constantly, reads reviews before ordering. |
| Feels | Anxious about delivery time, happy when food arrives correctly, frustrated by delays. |
| Pains | Late deliveries, missing items, unresponsive customer service. |
| Gains | On-time delivery, accurate orders, easy-to-use interface, good promotions. |