

Ideation Phase

Empathize & Discover

Date	2 February 2026
Team ID	LTVIP2026TMIDS62350
Project Name	Civil Engineering Insight Studio
Maximum Marks	4 Marks

Empathy Map Canvas:

Project Context:Civil Engineering Insight Studio – AI Powered Structural Analysis Tool

User Persona

Name: Civil Engineer / Construction Site Supervisor

Profile:

- Works on infrastructure or building projects
- Responsible for site monitoring and documentation
- Handles multiple project tasks simultaneously
- Needs accurate and structured engineering reports
- Works under strict deadlines

1.Says

What the user verbally expresses:

- “Documenting site observations takes too much time.”
- “I need a faster way to analyze construction images.”
- “Manual reporting is repetitive and exhausting.”
- “I want consistent and structured engineering documentation.”

2.Thinks

What the user internally worries about:

- “What if I miss important structural details?”
- “There must be a smarter way to generate reports.”
- “My documentation should look more professional.”
- “Balancing site supervision and reporting is difficult.”

3.Does

Observable behaviors:

- Takes photos of construction sites regularly.
- Writes reports manually in Word or Excel.
- Cross-checks materials and structural elements multiple times.
- Spends extra hours preparing documentation.

4Feels

Emotional state:

- Overwhelmed by workload.
- Stressed about maintaining accuracy.
- Frustrated with repetitive documentation tasks.
- Concerned about missing critical observations.

5.Pains

Specific problems and barriers:

- Manual image analysis is time-consuming.
- Lack of automated structural identification tools.
- Inconsistent report formatting.
- Difficulty tracking project progress efficiently.

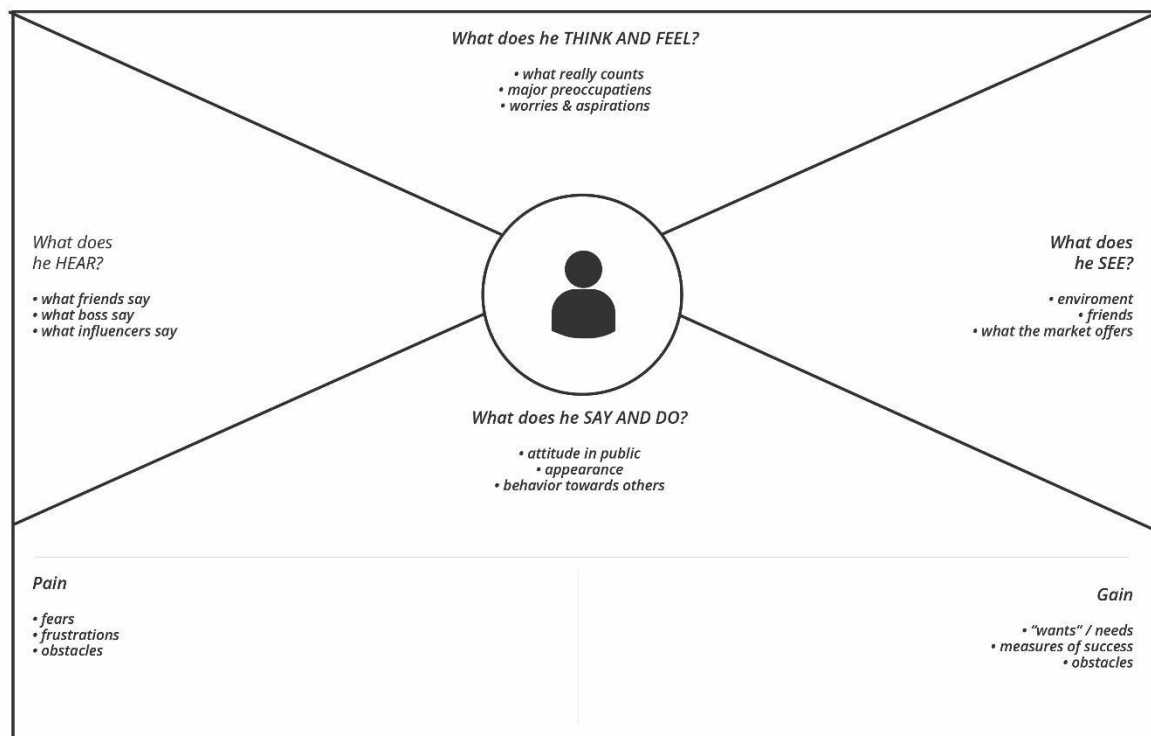
6.Gains

What the user wants to achieve:

- Instant AI-generated structural reports.
- Accurate material and component identification.
- Time-saving automated documentation.
- Improved professional reporting quality.
- Better project monitoring and communication.

Example:

Empathy Map



Example: Food Ordering & Delivery Application

