

# Ideation Phase

## Empathy map canvas

Date	9 Feb 2026
Team ID	LTVIP2026TMIDS71831
Project Name	Translingua: ai-powered multi-language translator
Maximum Marks	4 Marks

### Empathy Map Canvas:

An empathy map is a simple and visual tool used to gain deeper insight into users' behaviors, needs, and emotions.


It helps teams understand users from their perspective, enabling the design of effective, user-centered solutions.

Creating an impactful solution requires understanding the real problems users face and the context in which they operate.

This exercise encourages teams to step into the user's shoes and identify their goals, frustrations, and motivations.

### EMPATHY MAP CANVAS:

### TRANSLINGUA: ai-powered multi-language translator


**Translingua**  
Empathy Map Canvas  
TRANSLINGUA: AI-POWERED MULTI-LANGUAGE TRANSLATOR

**WHO?**  
Who are we empathizing with?  
  
Target users:

- Students
- Language learners
- Professionals working in multilingual environments
- Content creators
- Travelers

**SAYS**  
What are they saying?

- ✓ I need accurate translations without losing meaning."
- ✓ Language barriers slow down my work and learning."
- ✓ I want translations that understand context and tone."
- ✓ Switching between multiple translation tools is frustrating."

**GOAL**  
What do they need to achieve?  


**THINKS**  
What are they thinking?

- "Is this translation reliable and culturally appropriate?"
- "Why do most tools fail with complex sentences?"
- "I wish there was one platform for all language needs."
- "Will this tool help me communicate confidently?"

**DOES**  
What are they doing?

- ✓ Uses multiple translation apps and dictionaries
- ✓ Cross-checks translations manually
- ✓ Spends extra time correcting grammar and context
- ✓ Avoids using unfamiliar languages when possible

**PAINS**  
What are their challenges?

- Loss of meaning in translations
- Poor handling of idioms and context
- Time-consuming manual corrections
- Lack of personalized language support

**GAINS**  
What are their goals?

- Accurate, context-aware translations
- Faster and smoother communication
- Support for multiple languages in one platform
- Improved confidence in multilingual interactions

**FEELS**  
What are their feeling?

- ✓ Accurate, context-aware translations
- ✓ Anxious about miscommunication
- ✓ Support for multiple languages in one platform
- ✓ Improved confidence in multilingual interactions

# TRANSLINGUA

AI-POWERED MULTI-LANGUAGE TRANSLATOR

