

# Ideation Phase

## Empathize & Discover

Date	
Team ID	PNT2025TMID09625
Project Name	Online Complaint Registration And Management System
Maximum Marks	4 Marks

### Empathy Map Canvas

#### User 1: Complainant (Person who files a complaint)

##### SAYS:

- “I want my complaint to be registered quickly.”
- “It should be easy to track the status.”
- “I don’t want to visit the office again and again.”

##### THINKS:

- “Will my complaint be taken seriously?”
- “How long will it take to get solved?”
- “Is the process safe and secure?”

##### FEELS:

- Frustrated if the process is slow.
- Hopeful that the issue will be resolved.
- Relieved if updates are regular.

##### DOES:

- Fills complaint form online.
- Uploads proof or documents.
- Checks status regularly.
- Contacts support if needed.

#### User 2: Complaint Handling Authority (Admin/Officer)

##### SAYS:

- “We need all complaints to be clear and complete.”
- “It’s hard to manage too many cases at once.”
- “We must update the complainant regularly.”

**THINKS:**

- “Which complaints are urgent?”
- “How to assign cases to the right department quickly?”
- “How to maintain records properly?”

**FEELS:**

- Pressured to solve cases fast.
- Responsible for fair handling.
- Satisfied when cases are solved.

**DOES:**

- Reviews and verifies complaints.
- Assigns cases to the right team.
- Updates complaint status in the system.
- Closes the case after resolution.