Ideation Phase
Empathize & Discover

Date	20 Feb 2026
Team ID	**LTVIP2026TMIDS60253**
Project Name	**Asset Management Portal**
Maximum Marks	4 Marks

Empathy Map Canvas:

The Empathy Map Canvas was created to better understand the needs, feelings, and behaviours of users interacting with the Asset Management Portal. By analyzing what users say, think, do, and feel, the team gained valuable insights into their pain points and expectations. Users expressed a need for faster access to asset data, simplified request processes, and clear tracking of asset status. They often felt frustrated due to delays, lack of visibility, and complicated navigation. By mapping these insights, the team was able to design user-centric features that addressed real concerns, ensuring the portal would be intuitive, responsive, and supportive of everyday asset management tasks.

Example: