# Ideation Phase Empathize&Discover

Date	23rd June 2025
Team ID	LTVIP2025TMID54304
Project Name	LearnHub
Maximum Marks	4 Marks

Goals: Learn web development, get certified, land an internship

## **SAYS**

- "I want a course that's beginner-friendly but in-depth."
- "It's hard to stay motivated."
- "Can I get a certificate I can add to LinkedIn?"

## **THINKS**

- "Is this platform as good as others?"
- "Will this help me get a job?"
- "Is it worth the time and cost?"

## DOES

- Watches short video sessions
- Skips modules based on interest
- · Shares certificates online

## **FEELS**

- Frustrated without progress tracking
- Overwhelmed by choices
- Proud after completing modules

## **GOALS**

- Learn full-stack basics
- Build a portfolio
- Earn certification

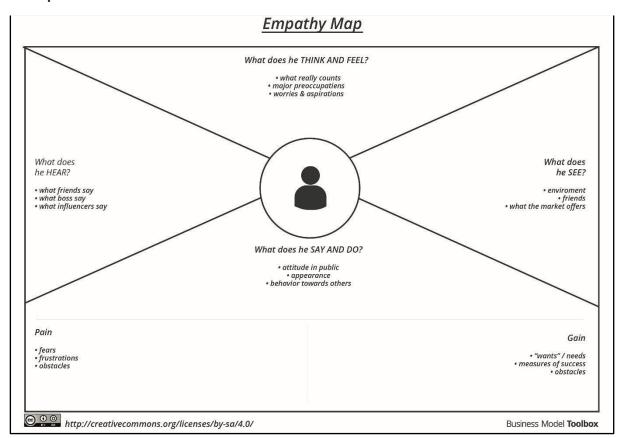
## **PAINS / CHALLENGES**

- No clear learning path
- Inconsistent content
- Unclear value of paid courses

## **How This Helps LearnHub**

- Prioritize progress tracking and previews
- Improve trust through feedback and reviews
- Increase course completion through better structure

## **Example:**



Reference: <a href="https://www.mural.co/templates/empathy-map-canvas">https://www.mural.co/templates/empathy-map-canvas</a>

**Example: LearnHub** 



#### Savs

What have we heard them say? What can we imagine them saying?



What are their wants, needs, hopes, and dreams? What other thoughts might influence their behavior?



They say they want to learn latest technologies at the comfort of their home.

Which online platforms offer affordable courses in regional languages?



Alexa

A student

See an example

Searches online for various platforms that offer latest courses. Like there must be a platform that teaches latest technologies in regional language.



#### Does

What behavior have we observed? What can we imagine them doing?



