

Edu Tutor AI Project Document

Date: 31 January 2025

Team ID: [Please insert your Team ID here]

Project Name: Edu Tutor AI

Maximum Marks: 4 Marks

Ideation Phase: Empathize & Discover

Empathy Map Canvas

An empathy map is a straightforward and easily digestible visual tool designed to capture and organize knowledge about a user's behaviors and attitudes. It serves as an invaluable resource for teams aiming to gain a deeper understanding of their target users.

The process of creating an effective solution hinges on comprehending the true problem and the individual experiencing it. The exercise of constructing an empathy map actively encourages participants to consider scenarios from the user's perspective, delving into their goals, challenges, and overall experience.

Empathy Map Breakdown

This section outlines the key components of an empathy map, guiding you to explore various facets of the user's experience:

- **What does he THINK AND FEEL?**
 - What truly matters to the user?
 - What are their major preoccupations?
 - What worries and aspirations do they harbor?
- **What does he HEAR?**
 - What do friends or peers say to them?
 - What messages do authorities or "bosses" convey?
 - What do influencers or public figures communicate?
- **What does he SEE?**
 - What is the user's immediate environment like?
 - Who are their friends, and what are their behaviors?
 - What offerings or trends does the market present to them?
- **What does he SAY AND DO?**
 - What is their attitude like in public settings?
 - How do they present themselves in terms of appearance?
 - What is their observable behavior towards others?
- **Pain:**
 - What are their underlying fears?

- What frustrations do they encounter?
- What obstacles stand in their way?
- **Gain:**
 - What are their explicit and implicit "wants" or needs?
 - What measures define success for them?
 - What opportunities or benefits are they seeking to achieve?

Example: Food Ordering & Delivery Application - Empathy Map

To illustrate the application of an empathy map, let's consider the user experience for a **Food Ordering & Delivery Application**.

- **Think & Feel:**
 - "What does this dish look like?" (Concern about visual appeal/information)
 - "Annoying" (Feeling of frustration)
 - "Doesn't want frozen food" (Specific preference/aversion)
 - "What should I eat today?" (Indecision, decision fatigue)
 - "I'm hungry, but I don't have time to go downstairs" (Need for convenience)
 - "Why don't they provide card payment?" (Frustration with payment options)
- **Hear:**
 - "There are many food selections" (Positive or overwhelming feedback from others)
 - "Don't forget to prepare your cash" (Reminder/warning from others)
 - "It looks like ____" (General comments on appearance of food/app)
- **See:**
 - Menu without food photos (Lack of visual information)
 - Only cash payment option (Limitation in payment methods)
 - Driver doesn't have enough change (Operational inconvenience)
 - "I don't have enough cash with me right now" (Direct observation of personal situation)
- **Say & Do:**
 - Go downstairs to pick up food and pay the driver in cash (Observable action due to process)
 - Spend 30 minutes scrolling and quit at the end (Behavior indicating frustration/lack of satisfaction)
 - Looking for food that matches interest (Stated goal/action)
 - "I couldn't find food that I want" (Verbalized frustration)
- **Pain:**
 - Hard to find their food interests (Difficulty in discovery)
 - Uncomfortable paying cash (Preference for digital payment)
 - Looking for food that matches interest (Repeated pain point, indicates a core

problem)

- **Gain:**

- Comfortable (Desired state of ease)
- Accuracy (Desired outcome, e.g., correct order, reliable service)