# Ideation Phase

## Empathize & Discover

Date: 20 June 2025

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Project Name: EduTutor AI – Personalized Learning with Generative AI

Maximum Marks: 4 Marks

## Empathy Map Canvas

The empathy map for EduTutor AI captures the user perspective to ensure the solution effectively meets student and educator needs. It focuses on their feelings, goals, challenges, and environment to better shape our generative AI-based learning platform.

Users:

- Students (K-12 and college-level)  
- Educators (teachers, tutors)  
- Academic institutions

What users SAY:

- "I want content that matches my learning level."  
- "I need feedback on how I’m doing."  
- "It should be easy to use."

What users THINK:

- "Am I making progress in this subject?"  
- "Will this tool actually help me improve?"  
- "Can I trust the AI to generate accurate material?"

What users DO:

- Explore multiple topics quickly  
- Attempt quizzes repeatedly for better scores  
- Use dashboards to track progress

What users FEEL:

- Motivated when they receive instant feedback  
- Frustrated when content is too hard or too easy  
- Curious and engaged by AI-generated quizzes

Pains:

- Static textbooks or outdated material  
- Lack of personalized attention  
- Confusion over where to focus learning effort

Gains:

- Personalized quizzes tailored to knowledge level  
- Clear visual analytics of progress  
- Content auto-generated to match syllabus and pace

