Ideation Phase
Empathize & Discover

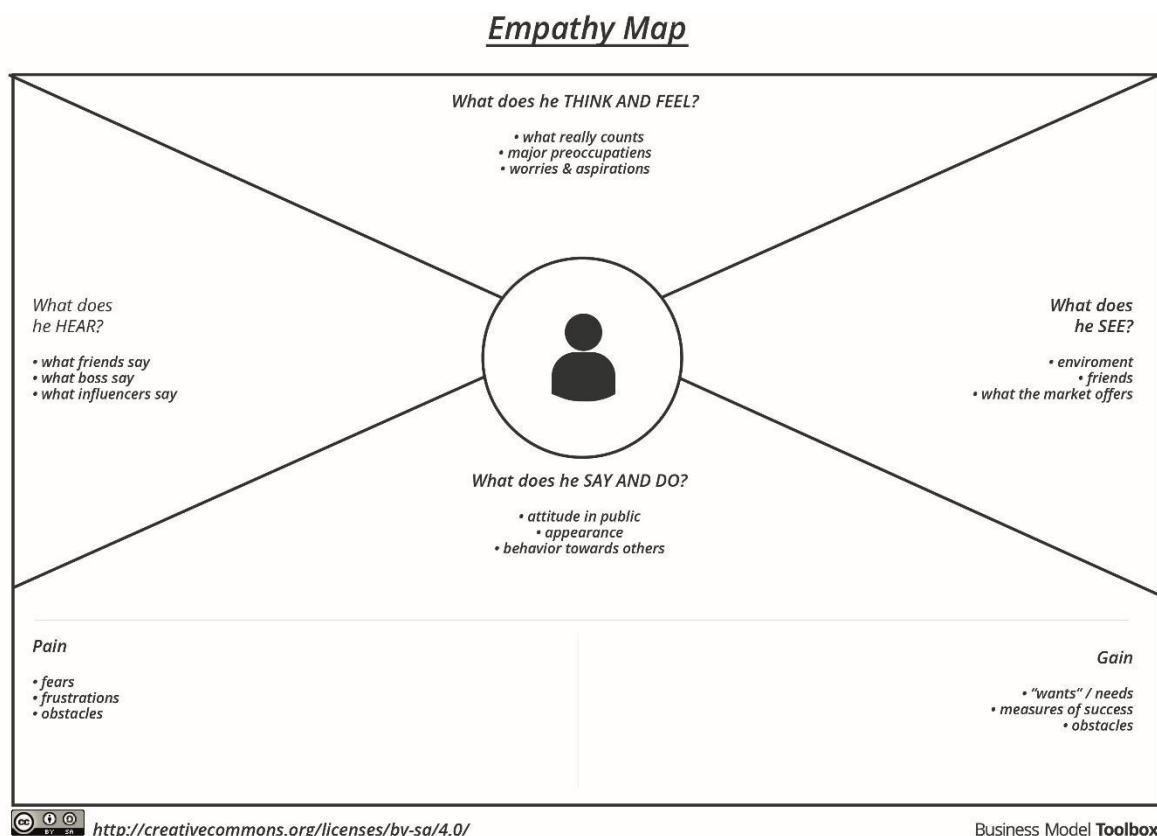| Date	17 July 2025
Team ID	LTVIP2025TMID48251
Project Name	Freelace finder
Maximum Marks	4 Marks

Empathy Map Canvas:

An empathy map is a simple, easy-to-digest visual that captures knowledge about a user's behaviors and attitudes.

It is a useful tool to helps teams better understand their users.
Creating an effective solution requires understanding the true problem and the person who is experiencing it. The exercise of creating the map helps participants consider things from the user's perspective along with his or her goals and challenges.

Example:

Reference: https://www.mural.co/templates/empathy-map-canvas

Example: FREELANCER-FINDER APP

EMPTHY MAP

SAYS	THINKS
"I'm looking for freelance work to fit around my class schedule."	If only I could find clients who understand my situation as a student
"Where can I find gigs relevant to my skills?	Is freelancing worth it with high fees on some platforms?

DOES	FEELS
Browses multiple freelance websites and job boards	Overwhelmed by the competitiveness of online freelance platforms
Creates a portfolio website to display past work	Disheartened when receiving rejections or low offers
Asks friends or classmates for job leads and advice	Eager to gain real-world experience and build connections