

# Ideation Phase – Empathy Map Canvas

**Team ID:** : LTVIP2026TMIDS84504

**Project Name:** TransLingua: AI-Powered Multi-Language Translator

**Marks:** 4M

## Empathy Map Canvas

An empathy map is a visual tool used to understand users' needs, behaviors, and emotions. It helps teams view problems from the user's perspective and design effective, user-centered solutions. Understanding real user challenges allows the development of smarter and more practical solutions.

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### TRANSLINGUA – AI-Powered Multi-Language Translator

#### User Type:

Language learners & multilingual professionals

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#### SAYS

- “I need accurate translations.”
  - “Language barriers slow my work.”
  - “I want translations that understand context.”
  - “Using multiple tools is frustrating.”
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#### DOES

- Uses different translation apps
  - Cross-checks translations for accuracy
  - Edits translations manually
  - Avoids using unfamiliar languages
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#### THINKS

- Is this translation reliable?
  - Why is complex text hard to translate?
  - I wish one tool could handle everything.
  - Can I trust the output?
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#### PAINS

- Inaccurate translations
  - Missing context and meaning
  - Slow and time-consuming process
  - Difficulty handling complex sentences
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## FEELS

- Frustrated when errors occur
  - Anxious about making mistakes
  - Overwhelmed by language complexity
  - Motivated to improve communication skills
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## GAINS

- Accurate and natural translations
  - Faster and smoother communication
  - Multiple languages in one platform
  - Confidence in speaking and writing
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## User Need

Users need a smart, reliable translation solution that delivers accurate, context-aware results quickly and efficiently.