

Ideation Phase – Empathy Map Canvas

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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.

TRANSLINGUA – AI-Powered Multi-Language Translator

User Type:

Language learners & multilingual professionals

SAYS

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

DOES

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

THINKS

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

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.