

**Ideation Phase**  
**Empathize&Discover**

|               |                     |
|---------------|---------------------|
| Date          | 13th Feb 2026       |
| Team ID       | LTVIP2026TMIDS77323 |
| Project Name  | LearnHub            |
| Maximum Marks | 4 Marks             |

**Goals: Learn web development, get certified, land an internship**

**SAYS**

- "I want a course that's beginner-friendly but in-depth."
- "It's hard to stay motivated."
- "Can I get a certificate I can add to LinkedIn?"

**THINKS**

- "Is this platform as good as others?"
- "Will this help me get a job?"
- "Is it worth the time and cost?"

**DOES**

- Watches short video sessions
- Skips modules based on interest
- Shares certificates online

**FEELS**

- Frustrated without progress tracking
- Overwhelmed by choices
- Proud after completing modules

**GOALS**

- Learn full-stack basics
- Build a portfolio

- Earn certification

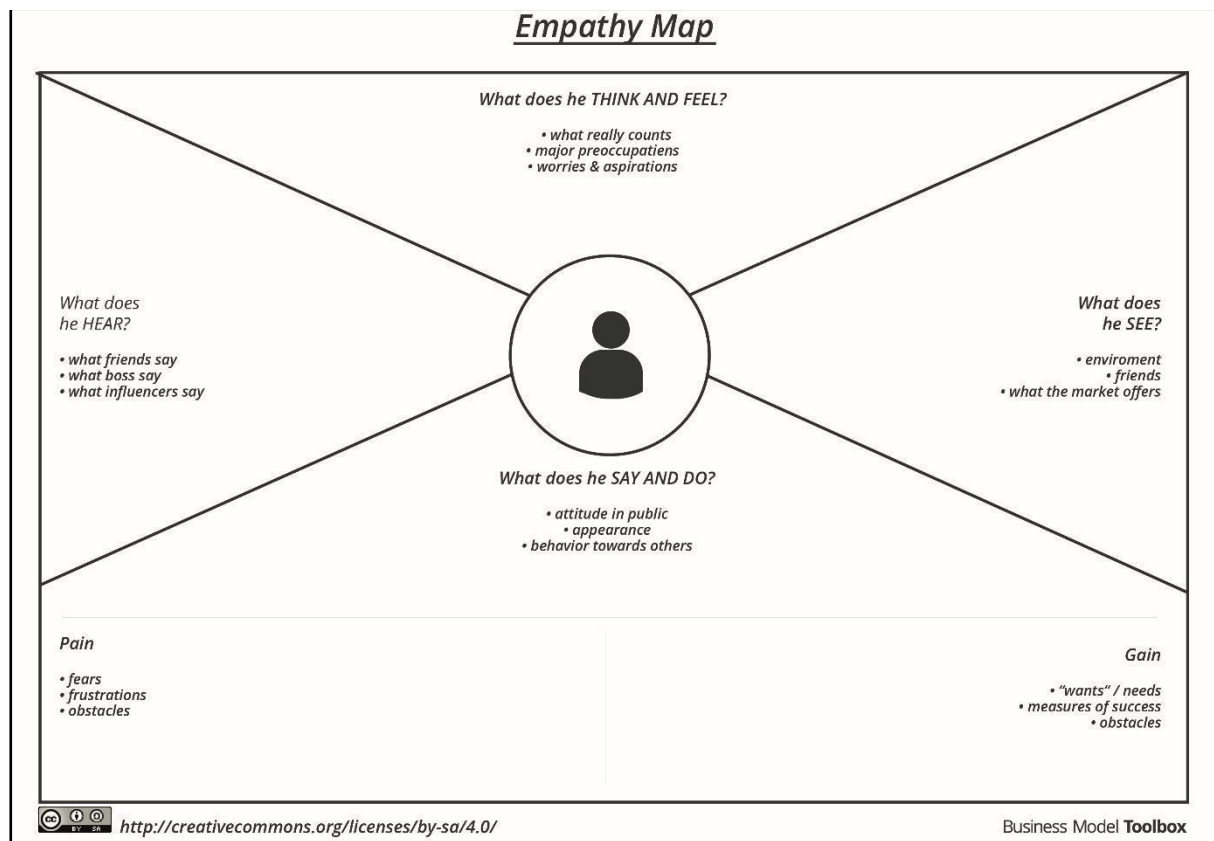
## PAINS / CHALLENGES

- No clear learning path
- Inconsistent content
- Unclear value of paid courses

## How This Helps LearnHub

- Prioritize progress tracking and previews
- Improve trust through feedback and reviews
- Increase course completion through better structure

## Example:



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

## Example: LearnHub

