Ideation Phase
Empathize & Discover

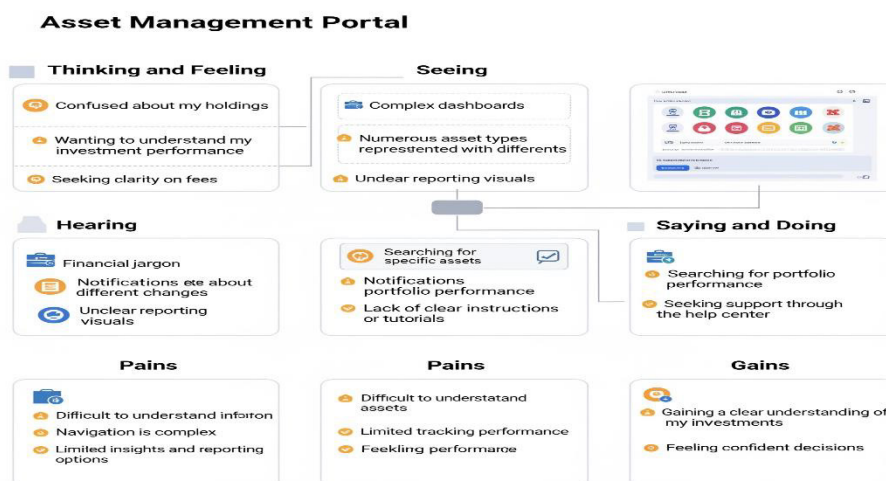|	
Date	19 February 2026
Team ID	LTVIP2026TMIDS37339
Project Name	Asset Management Portal
Maximum Marks	4 Marks

Empathy Map Canvas:

An **Empathy Map** is a simple and visual framework that helps teams understand the behaviors, thoughts, and emotions of users interacting with a system. In the context of the **Asset Management Portal**, it plays a vital role in identifying the real challenges faced by users like **IT administrators, employees, and department heads** who are directly involved in managing or using organizational assets.

Understanding their perspectives is crucial to designing a solution that truly addresses their needs. By stepping into the shoes of the user, teams can design a more intuitive, efficient, and user-centered platform that simplifies the asset lifecycle — from request and allocation to maintenance and disposal.

Creating an effective **Asset Management Portal** requires not just technical planning, but also **empathy toward the people managing and using the assets**. The Empathy Map helps teams explore what these users **see, hear, say, think, and do**, while also uncovering their **goals and pain points**. This ensures that the solution is aligned with actual user experiences and expectations.

Example:

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