

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

|               |                                     |
|---------------|-------------------------------------|
| Date          | 18 October 2023                     |
| Team ID       | Team - 592465                       |
| Project Name  | Online Shoppers Intentions Using ML |
| Maximum Marks | 4 Marks                             |

**Empathy Map Canvas:**

An empathy map is a visual tool or framework used to understand and empathize with the experiences, thoughts, feelings, and behaviors of a particular user or customer. It is often used in design thinking, product development, and marketing to gain insight into the needs, desires, and pain points of a target audience. Empathy maps are typically divided into several key sections or aspects

**Empathy Map for Online Shoppers' Intentions Using ML:**

**1) What do they think and feel?**

**Curiosity:** Online shoppers are curious about how machine learning (ML) can improve their shopping experiences.

**Anticipation:** They look forward to more personalized and convenient shopping.

**Concerns:** Some shoppers may worry about the security and privacy of their data when utilizing ML algorithms for shopping.

**Expectations:** They expect smarter product recommendations, tailored experiences, and an overall enhanced online shopping journey.

**2) What do they see?**

**Devices:** Shoppers use various devices, such as smartphones, tablets, and computers, to access online shopping platforms.

**Personalized Recommendations:** They notice product recommendations and customized content as they explore online stores.

**Discounts and Promotions:** Shoppers see promotions, discounts, and special offers prominently displayed on e-commerce websites.

**Product Reviews:** They observe product reviews and ratings to make informed decisions.

**3) What do they hear?**

**Recommendations from Peers:** They hear about shopping experiences, products, and deals from friends and family, which can influence their choices.

**Advertisements:** Shoppers come across ads on social media, email, and other platforms promoting online sales, discounts, and special offers.

**Reviews and Testimonials:** They pay attention to product reviews and testimonials shared by fellow customers.

**Industry News:** They stay informed about industry news, such as developments in ML-powered online shopping, through tech blogs and news.

#### 4) What do they say and do?

**Share Recommendations:** Shoppers discuss their favorite products and share recommendations with friends and online communities.

**Write Reviews:** They contribute by writing reviews and giving ratings for products they've purchased to assist others in their decision-making.

**Cart Activity:** Some shoppers may abandon their shopping carts if they encounter issues with the website or if they're not satisfied with product recommendations.

**Participate in Surveys:** They may engage in online surveys to provide feedback on their shopping experiences, preferences, and the impact of ML-based features

#### 5) Pain: Inaccurate Recommendations: Shoppers may become frustrated when they receive irrelevant or inaccurate product recommendations.

**Privacy Concerns:** Some users may express concerns about the privacy and security of their personal data when utilizing ML-driven shopping platforms.

**Technical Glitches:** Technical issues, slow website loading, or payment problems can lead to frustration.

**Security:** Worries about the security of payment information may cause anxiety.

#### 6) Gain:

**Personalization:** Shoppers are eager to experience a more personalized shopping journey with ML-powered product recommendations.

**Time Savings:** They anticipate saving time with efficient shopping processes and quicker product discovery.

**Cost Savings:** Shoppers look forward to finding the best deals and discounts through ML-driven pricing and promotions.

#### TEAM MEMBERS :

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## Empathy map canvas

Online Shoppers Intentions Using MI

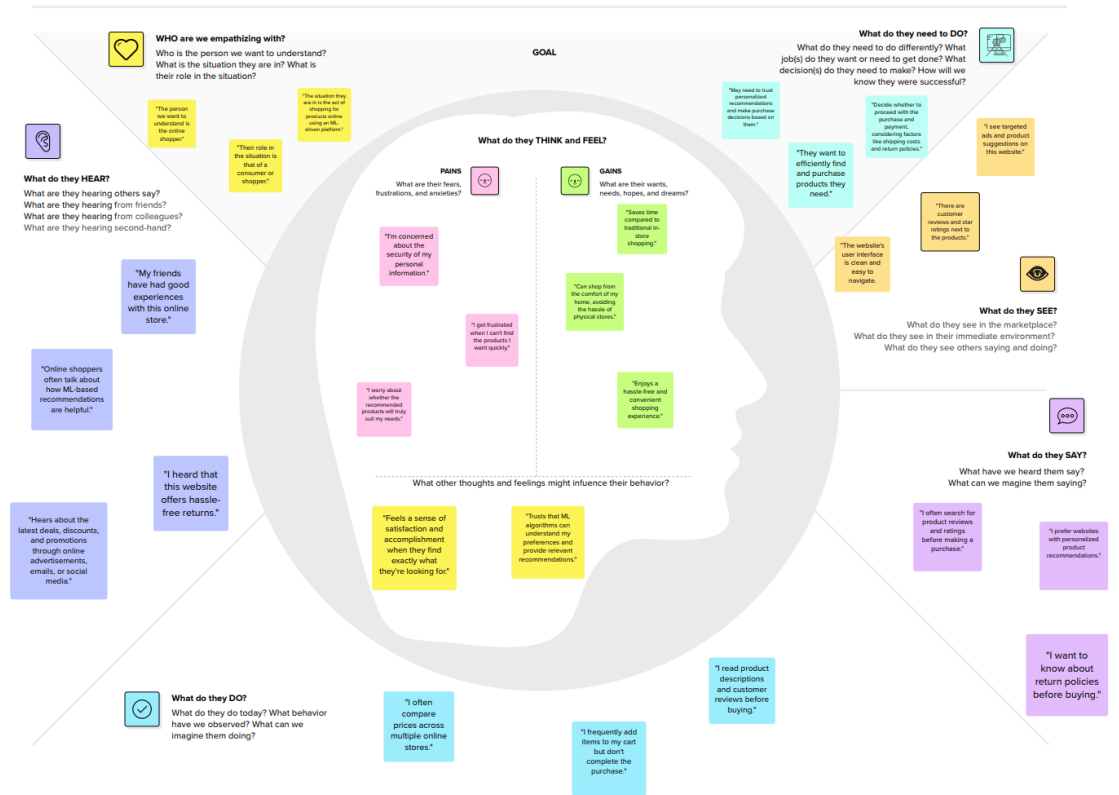
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### Online Shoppers Intentions Using MI

The project "Online Shoppers Intentions Using ML" aims to leverage Machine Learning (ML) to understand and improve the intentions and behaviors of online shoppers. By analyzing user data and preferences, the project seeks to enhance the online shopping experience, offering personalized product recommendations, improving convenience, and increasing trust and security in online transactions.



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