

Ideation Phase Empathize & Discover

Date	26 October 2023
Team ID	NM2023TMID05931
Project Name	Food Tracking System
Maximum Marks	4 Marks

Empathy Map Canvas:

An empathy map is a simple, easy-to-digest visual that captures knowledge about a user's behaviours and attitudes.

It is a useful tool to help teams better understand their users.

Creating an effective solution requires understanding the true problem and the person who is experiencing it. The exercise of creating the map helps participants consider things from the user's perspective along with his or her goals and challenges.

Food Tracking System Map



Says

What have we heard them say?
What can we imagine them saying?

compare
the prices
with other
apps

let's go to a
comfortable
restaurant
tonight.

follow the
best
restaurants
place

check its
rating and
availability

take
information
from friends

read blogs
about best
restaurants



Does

What behavior have we observed?
What can we imagine them doing?



Nasreen Banu. A

Type your
paragraph...

[See an example](#)

Thinks

What are their wants, needs, hopes, and dreams?
What other thoughts might influence their behavior?



i want
something i
haven't
tried before

Restaurant's
interior and
food looks
amazing

food
justifies its
cost
overall

i can see
the place
on google
map

fun place ,
decent prices
and great
tasty food

confused
in booking
table on
time.

Feels

What are their fears, frustrations, and anxieties?
What other feelings might influence their behavior?

