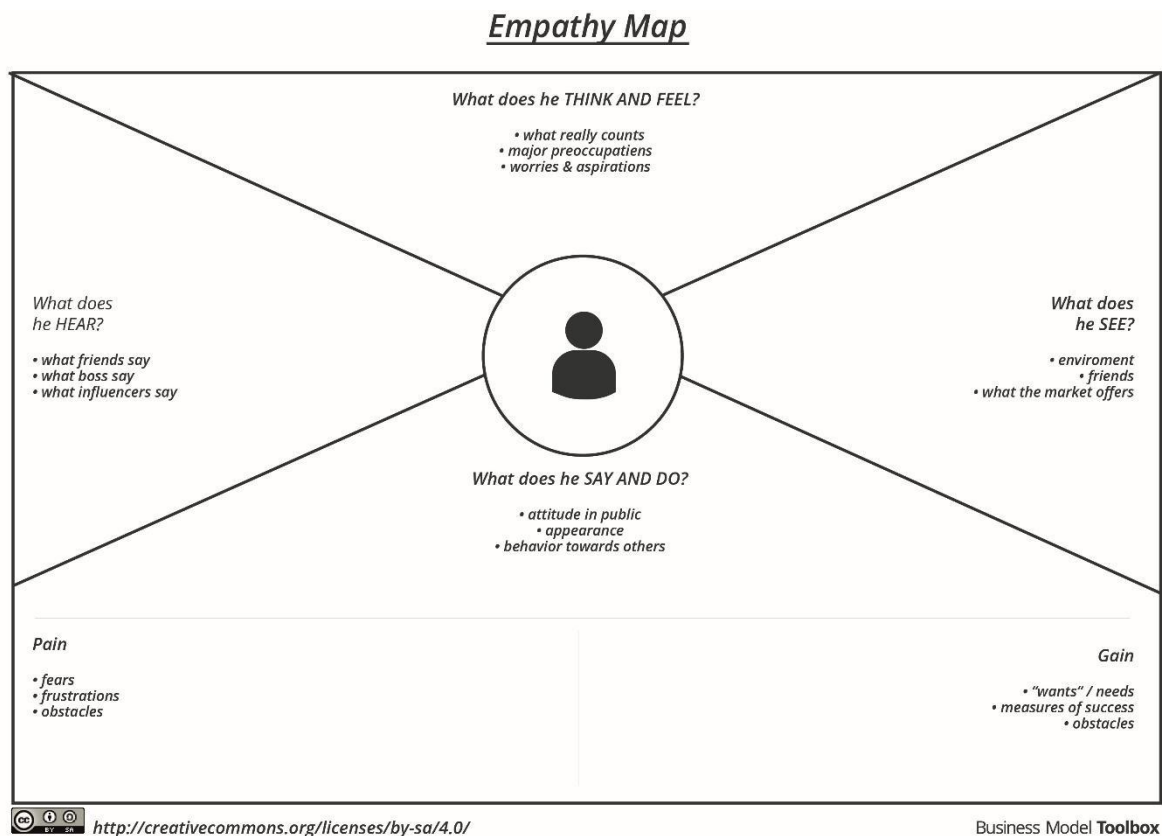| Date	20 Feb 2026
Team ID	LTVIP2026TMIDS91056
Project Name	ShopSmart: Your Digital Grocery Store Experience
Maximum Marks	4 Marks

Empathy Map Canvas:

The Empathy Map helps the team better understand the users by visualizing their experiences, thoughts, feelings, and challenges while using an online grocery shopping platform. It allows the team to step into the users' shoes and design solutions that truly address their needs.

By identifying what users say, think, do, and feel, the team can uncover pain points and opportunities to improve the overall shopping experience. This tool ensures that the project remains user-centered and aligned with real customer expectations.

Example:

Empathy Map

What does he THINK AND FEEL?
• what really counts
• major preoccupatiens
• worries & aspirations

What does he HEAR?
• what friends say
• what boss say
• what influencers say

What does he SEE?
• enviroment
• friends
• what the market offers

What does he SAY AND DO?
• attitude in public
• appearance
• behavior towards others

Pain
• fears
• frustrations
• obstacles

Gain
• "wants" / needs
• measures of success
• obstacles

Business Model **Toolbox**

Empathy Map — Customer Perspective

Says

- "I want to buy groceries quickly without going to the store."

- "I prefer comparing prices before purchasing."

- "Delivery should be fast and reliable."

- "I need a simple and easy checkout process."

Thinks

- Wonders if the products are fresh and high quality.

- Thinks about saving time and effort.

- Considers whether the platform is secure for payments.

- Looks for better deals and discounts.

Does

- Browses products online.

- Adds items to cart and compares options.

- Checks reviews and ratings.

- Places orders and tracks delivery.

Feels

- Happy when shopping is quick and convenient.

- Frustrated when delivery is delayed.

- Confident when payment is secure.

- Satisfied when products meet expectations.

Empathy Map — Seller Perspective

Says

- "I want an easy way to manage my products."

- "Tracking orders should be simple."

- "I need insights into customer demand."

Thinks

- Considers inventory levels.

- Thinks about improving sales performance.

- Wonders how to reduce operational errors.

Does

- Updates product listings.

- Monitors orders and deliveries.
- Communicates with customers.

Feels

- Confident when orders are processed smoothly.
- Stressed when inventory is mismanaged.
- Motivated when sales increase.