Ideation Phase Empathize & Discover

Date	19 th may 2025 – 30 th June 2025
Team ID	LTVIP2025TMID49768
Project Name	ShopSmart: Your Digital Grocery Store Experience
Maximum Marks	4 Marks

Empathy Map:

As a student working on the Smart Cart, the empathy map helped me understand real user problems deeply.

I realized shoppers are often frustrated with long queues and slow billing.

Many customers worry about spending too much without realizing it.

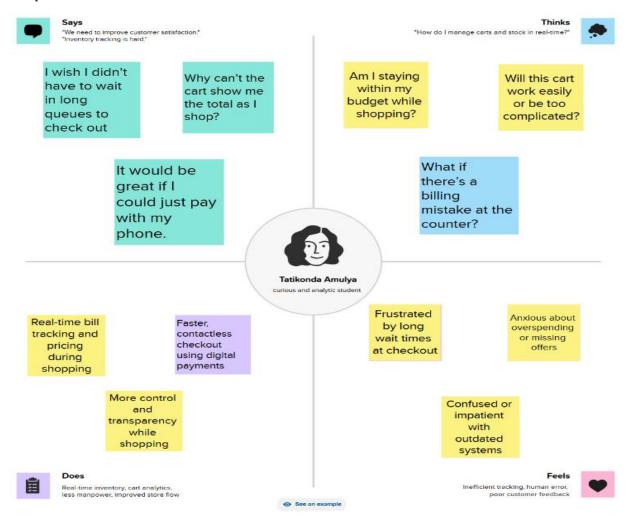
They think digital solutions might be complex, but want something easy and helpful.

They feel anxious about errors and waiting, especially during busy hours.

Our team designed the Smart Cart to show live billing and offer QR payment to solve these pain points.

We also considered store owners who need real-time inventory and cart tracking...

Example:



Link of empathy map:

https://app.mural.co/t/salma4377/m/salma4377/1750859086901/19248543d17a85331b79 dae3ba948db215792d44



I wish I didn't have to wait in long queues to check out

Why can't the cart show me the total as I shop?

Am I staying within my budget while shopping?

Will this cart work easily or be too complicated?

It would be great if I could just pay with my phone.



curious and analytic student

What if there's a billing mistake at the counter?

Real-time bill tracking and pricing during shopping

Faster, contactless checkout using digital

payments

Frustrated by long wait times at checkout

Anxious about overspending or missing offers

More control and transparency while shopping

Confused or impatient with outdated systems



Does

Real-time inventory, cart analytics, less manpower, improved store flow

See an example

Feels

Inefficient tracking, human error,

