

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.

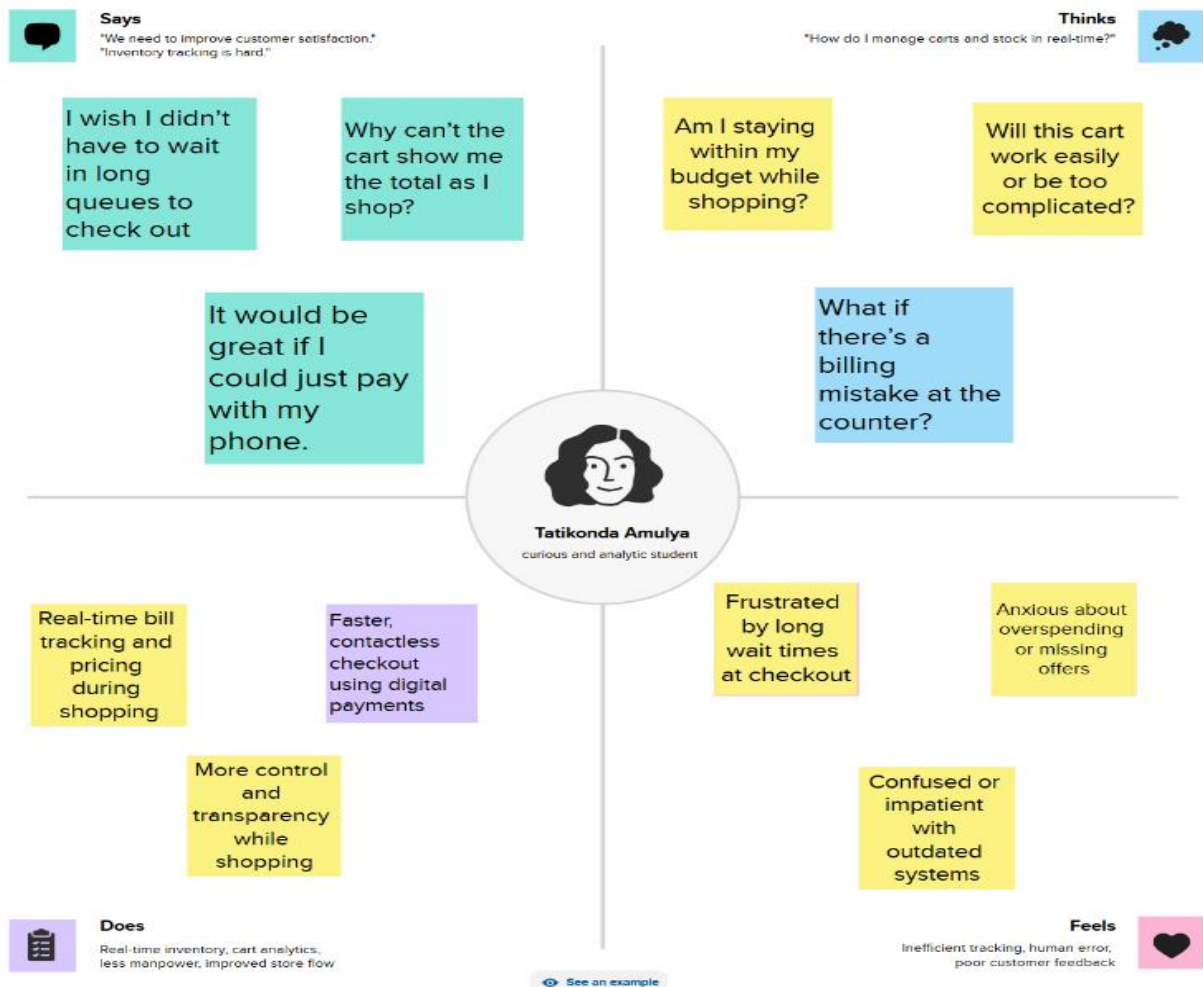
They think digital solutions might be complex, but want something easy and helpful.

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/salma4377/1750859086901/19248543d17a85331b79dae3ba948db215792d44>

