

Ideation Phase

Empathize & Discover

Date:	1 November 2025
Team ID:	NM2025TMID01332
Project Name:	To Supply Leftover Food to Poor
Maximum Marks:	4 Marks

Empathy Map Canvas:

In the Empathize & Discover phase, the team interacts with **restaurant owners, event organizers, volunteers, and NGOs** to understand the challenges behind food wastage and redistribution.

Through observations and interviews, they learn that restaurant owners feel **guilty and helpless** when they have to throw away excess food, while volunteers and NGOs often feel **frustrated** because they lack real-time updates about available food donations. Poor families struggle with **uncertainty** about their next meal, even though surplus food exists nearby.

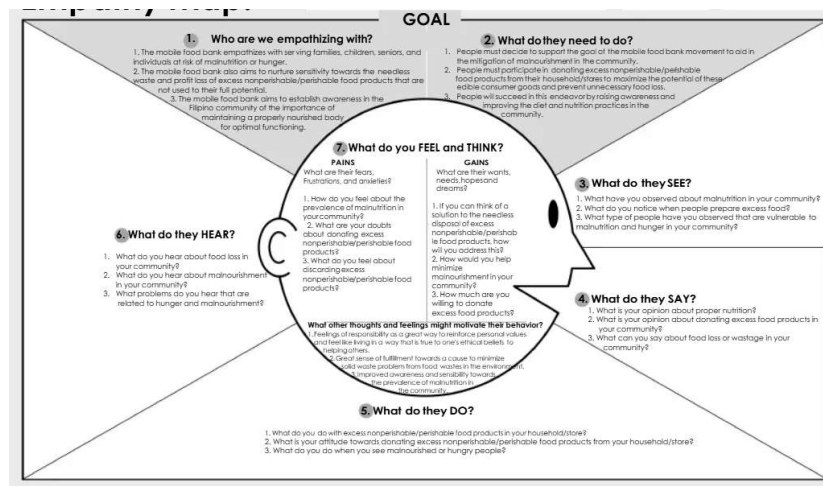
The team discovers that the main issues include **lack of coordination, delayed communication, absence of a centralized platform, and food safety concerns** during transport. These pain points highlight the need for a reliable system that connects all stakeholders seamlessly.

Understanding these real-world experiences helps the team build **empathy** toward all users involved — from donors to recipients — and inspires the design of a **smart, sustainable, and compassionate food distribution network**.

Example:

The empathy map helped us visualize how each stakeholder thinks, feels, and acts regarding food wastage. It revealed their pain points, motivations, and goals, guiding us to design an efficient and trustworthy platform that reduces food waste and feeds the poor.

Example: Food Redistribution Platform



By deeply understanding users through empathy mapping, we identified critical challenges and frustrations such as:

- **Lack of real-time communication** between donors and volunteers
- **Unclear logistics** for food pickup and delivery
- **Concerns about food freshness and hygiene**
- **No reliable tracking system** to monitor donations

As a result, the team aims to design a **smart donation management system** with **real-time alerts, food tracking, pickup scheduling, and quality assurance checks**.

This solution will **minimize food wastage, enhance community welfare, and ensure that leftover food reaches poor people safely and on time** — creating a meaningful social impact through technology.