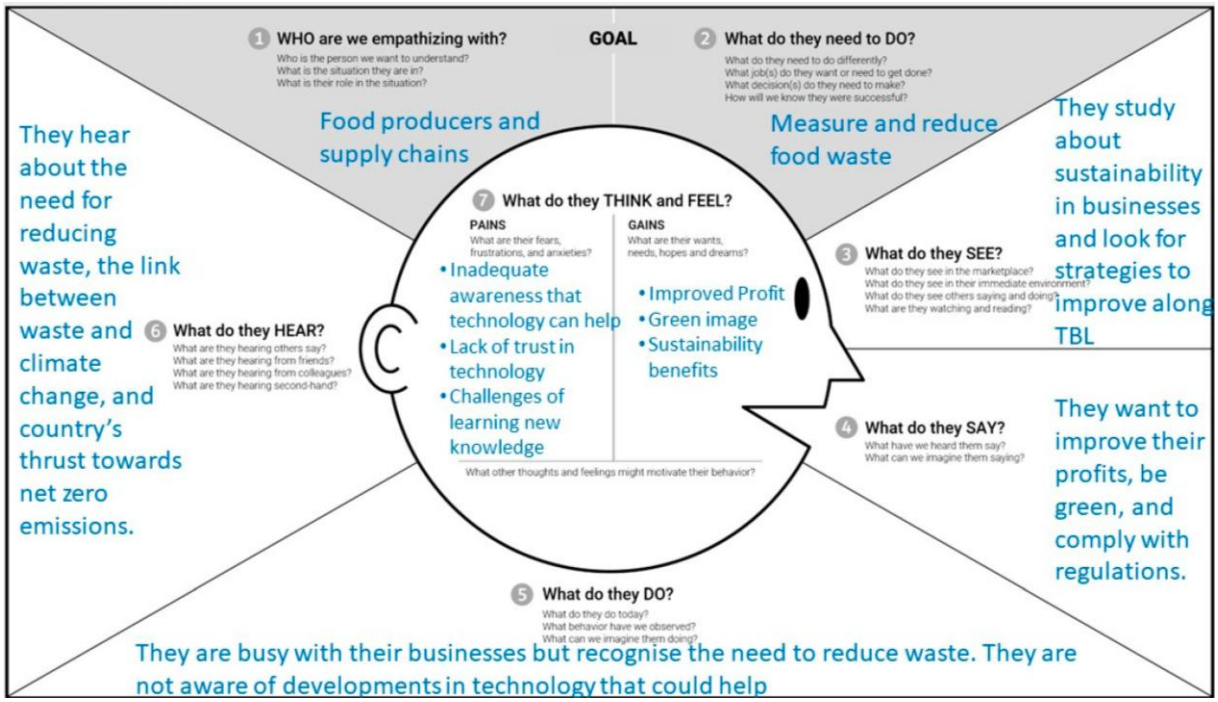
Ideation Phase
Empathy to discover

Date	02 NOVEMBER 2025
Team ID	NM2025TMID01349
Project Name	To Supply Leftover Food to Poor
Maximum Marks	4 Marks

Sections	Details for Target User (Volunteer/Donor)
WHO are we empathizing with?	Individuals or organizations donating surplus food (restaurants, cafes, hotels) and volunteers helping with distribution.
What do they need to do?	Donate leftover food efficiently, coordinate pickups, and ensure timely delivery to people in need.
What do they see?	Fragmented donation processes, scattered communication, and wasted food due to delays.
What do they say?	"There has to be a quicker, simpler way to get food to those who need it." "Too much edible food ends up being wasted."
What do they do?	Manually contact NGOs via calls or messages, often causing delays and spoilage. Track donations inconsistently, leading to confusion or lost opportunities.
What do they hear?	Feedback from peers or media: "Every day, tons of food could feed hungry people but goes unused."
What do they think and feel?	Motivated to help and make an impact. Frustrated by inefficient systems and lack of a trusted platform. Desire recognition for efforts and assurance donations reach the needy.
Pain Points	No centralized tracking system. Manual coordination is slow and unreliable. Limited visibility into donation delivery.
Gains / Benefits	Automated donation management and scheduling. Clear tracking and transparency. Recognition for contributions. Reduced food wastage and improved efficiency.



Example – Food Donation Ecosystem

In the food donation ecosystem, two key stakeholders—**food donors** and **volunteers**—are essential in transforming surplus food into meals for those in need.

- **Food Donors** include restaurants, hotels, and event organizers. They frequently have leftover food that could feed hungry individuals but lack a reliable, fast, and structured channel for redistribution.
- **Volunteers** are eager to assist in picking up and delivering food, but often face difficulties locating donations and coordinating logistics efficiently.

Currently, both groups encounter coordination challenges that lead to delays and frustration. Donors frequently report a need for a simple, streamlined system that enables them to donate quickly, avoiding the inefficiencies of manual calls or messages. Meanwhile, volunteers, while motivated to help, struggle due to the absence of a centralized platform to track food availability and plan delivery routes effectively.

By addressing these gaps with an organized system, both donors and volunteers can work together seamlessly, reducing food waste and reaching more people in need.