

Ideation Phase

Empathize & Discover

Date	21 june2025
Team ID	LTVIP2025TMID29043
Project Name	Cafeteria menu display
Maximum Marks	4 Marks

Empathy Map Canvas:

An empathy map is a simple, easy-to-digest visual that captures knowledge about a user's behaviours and attitudes.

It is a useful tool to help teams better understand their users.

Creating an effective solution requires understanding the true problem and the person who is experiencing it. The exercise of creating the map helps participants consider things from the user's perspective along with his or her goals and challenges.

Example:

EMPATHY MAP

SAYS “I can’t read this menu properly.” “Can someone tell me the price?”	THINKS I might order the wrong item. I’m wasting time here.
DOES Stares at the screen Steps back and forth Asks staff for clarification	FEELS Confused, frustrated, impatient Cast an confident ordering
PAINS <ul style="list-style-type: none">• Small text• Unclear layout• Too many options without images	GAINS <ul style="list-style-type: none">• Clear menu with large text and prices• Fast and confident ordering

Reference: <https://www.mural.co/templates/empathy-map-canvas>

Example: Food Ordering & Delivery Application

CUSTOMER PROBLEM STATEMENT

Users of food ordering and delivery apps are experiencing difficulty in selecting items, when trying to choose a meal for delivery, because the menu interface is confusing, which results in frustration and abandoned orders.

PAINS

- Small text
- Unclear layout

GAINS

- Clear menu with large text and prices