Empathy map Canvas

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| Team ID | LTVIP2025TMID58629 |
| Project Title | ShopEZ: Redefining Online Shopping Experience |

**User Persona: Online Shopper (Age 20–45)**

**1. SAYS**

* I want to find quality products quickly without wasting time.
* Why do some websites hide delivery charges until checkout?
* I hate filling out the same address and card info every time.
* Customer reviews are often missing or fake.

**2. THINKS**

* Will this product match the image when delivered?
* Can I trust this site with my payment and data?
* What if the price drops after I order?
* Will I receive my order on time?

**3. DOES**

* Searches multiple sites for price comparison
* Uses filters for price, rating, and brand
* Saves products to wishlist before buying
* Prefers UPI or wallet payments
* Shares order screenshots and reviews with friends

**4. FEELS**

* Frustrated by hidden fees and long checkouts
* Relieved when order is placed successfully
* Anxious about delivery delays or product quality
* Annoyed by irrelevant ads or pop-ups
* Happy with personalized suggestions and fast delivery

**User Persona: Seller / Small Business Owner**

**1. SAYS**

* I want an easy way to manage orders and inventory.
* Why are my products not showing up in search results?
* I need data to understand what sells best.
* Customers keep canceling due to delivery issues.

**2. THINKS**

* Can I track which products are performing well?
* How can I optimize pricing and offers?
* Is the platform stable during sales rush?
* Are customer ratings affecting my visibility?

**3. DOES**

* Updates product details and prices regularly
* Uses dashboard to monitor sales and orders
* Responds to customer queries and feedback
* Checks analytics for top-selling products
* Prepares for promotional sales and discounts

**4. FEELS**

* 😤 Frustrated by clunky or slow dashboards
* 🤔 Curious about what’s trending and in demand
* 😠 Stressed by negative reviews or low visibility
* 😎 Confident when orders are processed smoothly
* 🧠 Satisfied with real-time analytics and tools