

Ideation Phase

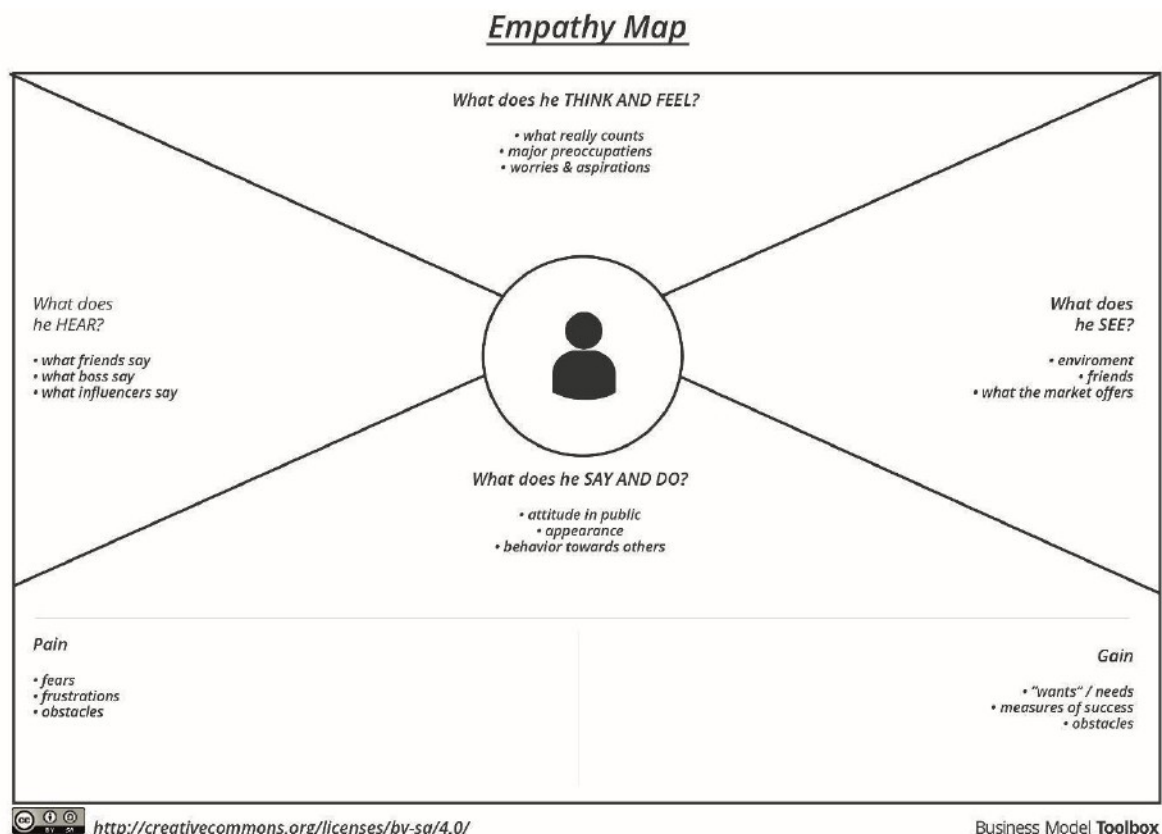
Empathize & Discover

| | |
|---------------|--------------------|
| Date | 10-06-2025 |
| Team ID | LTVIP2025TMID52034 |
| Project Name | GroceryWEbApp |
| Maximum Marks | 4 Marks |

Empathy Map Canvas:

An Empathy Map is a simple, visual tool used to understand grocery shoppers' behaviors, needs, and attitudes. It captures key insights into how users like Ananya interact with the Grocery Web App, what they expect from it, and what challenges they face.

Example:



Example:

