

Ideation Phase

Empathize & Discover

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| Date | 16th April 2025 |
| Team ID | SWTID1744119659 |
| Project Name | ShopEZ: One-Stop Shop for Online Purchases |
| Maximum Marks | 4 Marks |

Empathy Map Canvas:

The empathy map illustrates the thoughts, emotions, and behaviors of ShopEZ's target users—**young adults, working professionals, and parents** seeking reliable and affordable products. While users desire **quick delivery, verified reviews, product comparison, and secure payments**, they are hindered by issues like **confusing navigation, unclear return policies, and limited trust in product authenticity**.

This visualization helps identify what users **see, say, do, think, and feel**, revealing their expectations (like fast service and discounts) versus their frustrations (like checkout hassles and lack of transparency). It serves as a guide to create a more intuitive, trustworthy, and satisfying e-commerce experience.



Empathy map canvas

Use this framework to empathize with a customer, user, or any person who is affected by a team's work. Document and discuss your observations and note your assumptions to gain more empathy for the people you serve.

Originally created by Dave Gray et



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1

Develop shared understanding and empathy

Summarize the data you have gathered related to the people that are impacted by your work. It will help you generate ideas, prioritize features, or discuss decisions.

