Ideation Phase

Empathize & Discover

Date	13 April 2025
Team ID	SWTID1743680479
Project Name	MERN Stack Food Delivery app.
Maximum Marks	4 Marks

Empathy Map

Think & Feel

- I hope the food gets deliver on time.
- Is this app safe for online payment?
- I am hungry and want something quick.
- Why is this checkout process so slow?
- I love using offers and discount.

Hear

- Try this app, it has better delivery options.
- Use this code for 50% off
- This app is too slow sometimes.
- Their customer support is bad.

See

- Food images and offers.
- Popular restaurants.
- App loading or lagging sometimes.

Say & Do

- Browses menus and compare prices.
- Adds multiple items and removes based on offers.
- Use promo codes frequently.

Pain

- Payment failures
- Late deliveries.
- Complicated user interface
- App crashes or slow loading

Gain

- Smooth and fast ordering process.
- Secure payment options
- Easy access to exclusive offers.
- Beginner friendly for new users.
- Basic restaurant listing and food options.