

## Ideation Phase Empathize & Discover

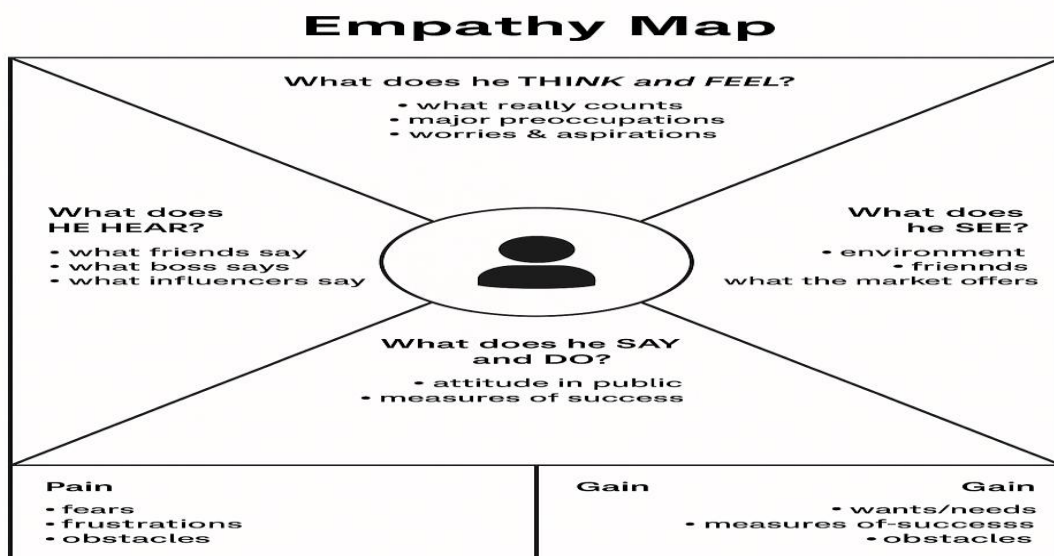
Date	31 January 2025
Team ID	LTVIP2025TMID58643
Project Name	ShopEZ: One-Stop Shop for Online Purchases
Maximum Marks	4 Marks

### Empathy Map Canvas:

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

It helps teams develop deeper insight into the real people using the product. With ShopEZ, understanding both buyers (like Sarah) and sellers (like the bracelet vendor) is crucial to defining valuable and inclusive shopping experiences.

Example:



## Example: Food Ordering & Delivery Application

