

Date	02 November 2025
Team ID	NM2025TMID02364
Project Name	To Supply Leftover Food to Poor
Maximum Marks	4 Marks

1.3 Empathy Map Canvas

The Empathy Map helps understand the users—donors, NGOs, and volunteers—by identifying their thoughts, feelings, needs, and pain points.

A. User Segment

1. Donors: Restaurants, hotels, canteens, and event organizers.
2. Volunteers: Individuals who help transport and distribute food.
3. NGOs: Organizations that receive and distribute food to beneficiaries.

B. Empathy Map Details

Category	Description

Says	<p>“We have leftover food daily but don’t know where to donate.” / “We want a simple way to find available food donations.”</p> <p>Thinks Donors want transparency and easy</p>
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	<p>logistics; NGOs want reliability; volunteers</p>
Thinks	<p>Donors want transparency and easy logistics; NGOs want reliability; volunteers want flexible and meaningful opportunities.</p>

Does	Donors prepare food, volunteers collect and deliver, NGOs verify recipients.
Feels	Donors feel satisfaction when their food helps others; NGOs feel responsible; volunteers feel motivated but sometimes
	frustrated by poor coordination.

B. Insights Derived

- Need for a central platform connecting all parties.
- Volunteers need location-based tasks and clear instructions.
- NGOs require real-time visibility into food availability. • Donors prefer automatic confirmation of successful donations.

C. Design Implications

- Develop intuitive user interfaces for each role.
- Enable geolocation tracking for drop-off points.
- Use dashboards for transparency and performance monitoring.
- Provide automated notifications and reporting.