

## Ideation Phase

### Empathize & Discover

Date	16 June 2025
Team ID	LTVIP2025TMID51358
Project Name	ShopSmart: Your Digital Grocery Store Experience
Maximum Marks	4 Marks

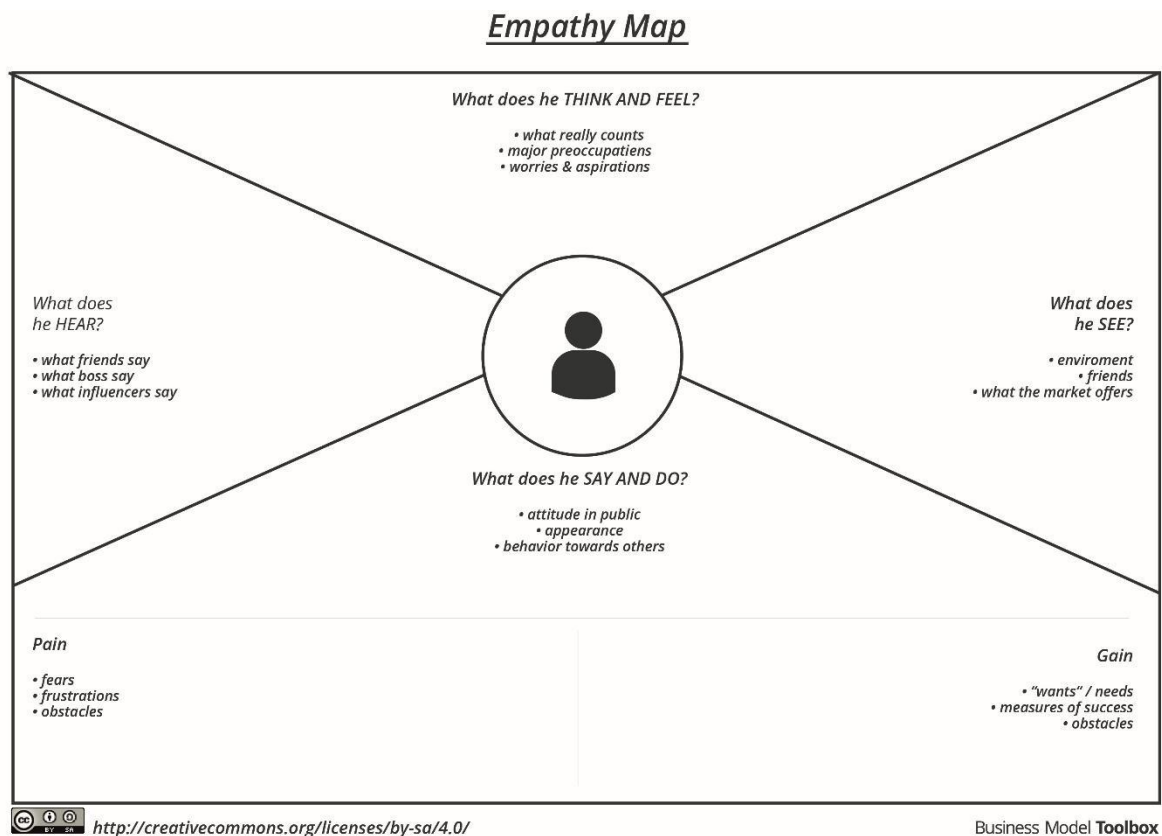
#### Empathy Map Canvas:

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

It is a useful tool to help teams better understand their users.

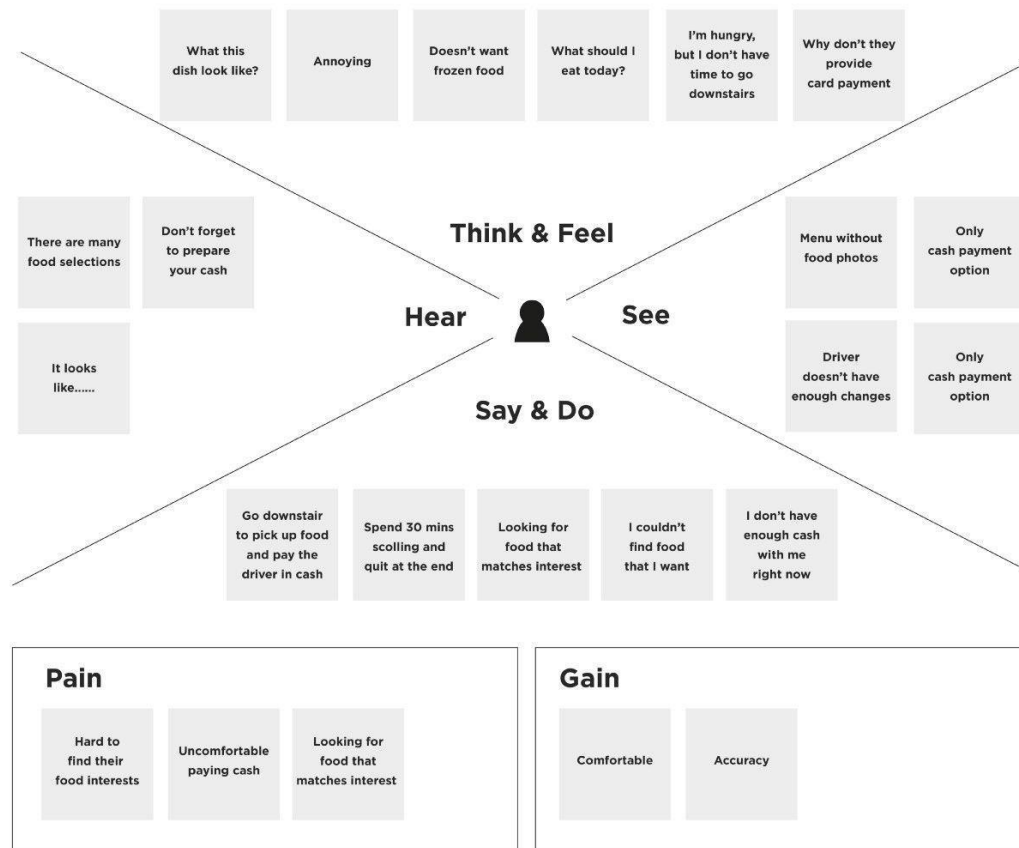
Creating an effective solution requires understanding the true problem and the person who is experiencing it. The exercise of creating the map helps participants consider things from the user's perspective along with his or her goals and challenges.

#### Example:



Reference: <https://www.mural.co/templates/empathy-map-canvas>

## Example: Food Ordering & Delivery Application



## Empathy Map for: Health-Conscious Individual (ShopSmart User)

(Based on Problem Statement PS-2: "A health-conscious individual trying to easily find and filter products based on specific dietary needs or preferences (e.g., organic, gluten-free, vegan) but current online grocery platforms often lack robust filtering options or clear product labeling for specific dietary requirements")

SAYS	THINKS	DOES	FEELS
"Is this truly organic?"	"I wish I could trust the labels more."	Reads ingredient lists meticulously.	Frustrated, uncertain about my food choices, and like I can't fully trust the information provided.
"I need something gluten-free and vegan."	"This takes so much time to verify."	Skips products with unclear labeling.	Overwhelmed by the sheer volume of products to check.
"The filters on this site are useless."	"Am I making the right dietary decisions?"	Searches external websites/apps for product info.	Annoyed by inadequate
"I just want to easily stick to my diet."	"There must be an easier way to shop healthy."	Buys fewer new products due to uncertainty.	Anxious about consuming ingredients

			that don't align with my health
"Why isn't this information upfront?"	"I hope I don't accidentally buy something I can't eat."	Limits online grocery shopping, preferring in-store where they can physically check.	Resentful of the effort required for healthy shopping.

PAINS	GAINS
Difficulty finding products meeting specific dietary requirements online.	<b>Clarity &amp; Trust:</b> Easily understand product ingredients, allergens, and nutritional value.
Lack of robust or accurate filtering options on existing platforms.	<b>Efficiency:</b> Quickly find products that fit their dietary needs without extensive manual checking.
Time-consuming process of manually checking ingredient lists and labels.	<b>Confidence:</b> Feel confident and secure about the food choices they make for their health.
Uncertainty and distrust regarding product information provided online.	<b>Personalization:</b> Be able to set dietary preferences that automatically filter product results.
Fear of accidentally purchasing products that violate dietary restrictions.	<b>Convenience:</b> Streamlined online shopping experience that supports their healthy lifestyle.
Limited range of trusted "healthy" products easily discoverable.	<b>Variety:</b> Discover new healthy products that they might otherwise miss due to lack of clear labeling/filtering.