

Ideation Phase

Empathize & Discover

Date	26 JUNE 2025
Team ID	LTVIP2025TMID51307
Project Name	orderonthego: your on-demand food ordering solution
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:

OrderOnTheGo



What do they THINK and FEEL?

Worry about losing customers to competitors who offer online ordering.
Feel overwhelmed by the idea of managing digital orders or learning tech.
Desire to grow their restaurant's reach and build a loyal customer base.
Frustrated with slow business due to lack of online visibility.



What do they SAY and DO?

Ask peers about setting up websites or joining food delivery platforms.
Complain about limited control over menu/pricing in third-party apps.
Try DIY social media promotions to get more orders.
Seek affordable developers or platforms but give up midway due to complexity.



GOALS (Wants/Needs)

Launch a simple, affordable online ordering system tailored to their brand.
Manage menu, orders, and promotions easily without technical expertise.
Expand customer base beyond walk-ins with minimal cost.
Build trust and improve customer experience through tech.



What do they SEE?

Other restaurants attracting customers through food delivery apps/websites.
Ads for third-party food platforms charging high commissions.
Increasing demand for contactless digital ordering post-pandemic.
Tech-savvy competitors scaling faster with minimal manpower.



What do they HEAR?

Feedback from customers wanting online ordering and digital menus.
Negative experiences from peers about food app commission cuts.
Suggestions from local business groups to go digital.
Rumors about tech being expensive or only for big restaurants.



PAINS (Challenges)

No technical background or team to build and manage an app.
Fear of high maintenance costs or failed tech adoption.
Difficulty finding reliable, low-cost platforms without commission cuts.
Time-consuming and confusing setup processes with current solutions.