

Empathy Map Canvas

Date	02/11/2025
Platform	Salesforce
Team id	NM2025TMID02631
Project title	To Supply leftover food to poor

Empathy Map Overview:

To design an effective Salesforce application, we first needed to understand the real pain points of each user involved in the food donation process.

The Empathy Map helps us capture the feelings, needs, and expectations of donors, volunteers, and administrators.

Stakeholder 1 – Volunteer (NGO / Individual):

Thinks	Says	Does
"We could serve many more if we got alerts faster."	"We often reach too late, and food gets spoiled."	Coordinates manually via phone; collects and delivers food.

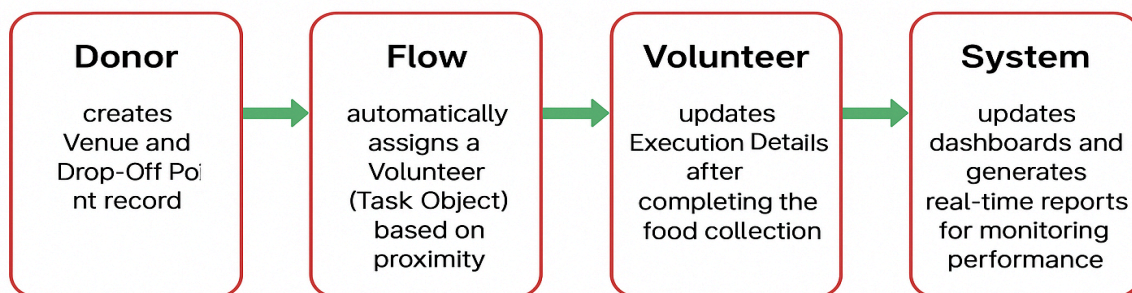
Stakeholder 2 – Administrator (System Manager)

Thinks	Says	Does
"We need proper tracking and reporting of donations."	"A dashboard view would make operations transparent."	Creates users, manages reports, ensures smooth operations.

Insights from Empathy Mapping

- Donors lack a quick communication system.
- Volunteers face delays and confusion during coordination.
- Administrators need real-time analytics and transparency.
- Salesforce automation bridges these gaps by offering Flows, Triggers, and Reports for instant updates and visibility.

Project Workflow Integration



Conclusion:

By understanding the emotional and operational needs of all participants, the *To Supply Leftover Food to Poor* system was built to serve people with empathy and efficiency.

Salesforce not only simplifies the logistics but also creates a transparent social impact network where no food goes wasted, and no person goes hungry.