

# Empathy Map

## Luis (20 years, University Student)

### Thinks?

- He believes that too much food is wasted in restaurants and bakeries.
- He thinks there should be a way to make use of that food in good condition.
- He considers food prices to be high and believes a more affordable alternative would be useful.
- He is interested in finding practical ways to save money on his daily meals.

### Feels?

- Frustration when seeing food being thrown away while others could benefit from it.
- Satisfaction when he manages to save money on his meals.
- Concern about his finances and the possibility of finding affordable food options.
- Curiosity about new solutions that can make food consumption more efficient.
- Empathy for people struggling financially who could benefit from this initiative.

### Sees?

- He notices that restaurants and bakeries throw away food that is still in good condition at the end of the day.
- He sees that many people with financial difficulties could take advantage of these meals.
- He comes across apps and digital platforms that facilitate food purchases but not one specifically addressing food waste.
- He finds cheap fast food options, but they are not always healthy or varied.

### Does?

- He talks to friends and family about how much food is wasted.
- He looks for deals or discounts at restaurants to cut down on food expenses.
- He asks establishments if they have discounts.
- He look for recommendations in tik tok about places with cheaper food options.

### Pains

- It bothers him to see perfectly good food being wasted while many people could benefit from it.
- He feels that prices at restaurants and bakeries are sometimes too high for his budget.
- He finds it challenging to locate affordable food options that are both varied and healthy.
- He doesn't always have access to discounts or last-minute promotions where he buys food.

### Gains

- He can access quality food at a more affordable price.
- He feels satisfaction knowing he is contributing to the reduction of food waste.
- He finds a practical and accessible way to save on his daily food expenses.
- He has the opportunity to discover new restaurants and bakeries that he previously didn't know about.
- He becomes part of a community that values sustainability and responsible consumption.

