Ideation Phase
Empathize & Discover

Date	31 January 2025
Team ID	LTVIP2025TMID56607
Project Name	ShopSmart: Your Digital Grocery Store
Maximum Marks	4 Marks

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Empathize (Understanding the User)

Objective: To learn about the motivations, behaviors, and frustrations of potential grocery shoppers.

1. Identify Potential User Groups:

The Busy Professional/Working Parents: Time-poor, values convenience, plans weekly meals, and is comfortable with technology. Common in cities like Guntur and Vijayawada.

The Budget-Conscious Student: Price-sensitive, seeks discounts, makes smaller purchases, and balances a tight budget.

The Elderly or Mobility-Impaired: Finds physical shopping difficult, needs a trustworthy and simple service, may have low tech-confidence.

The Health-Conscious Shopper: Seeks specific items (organic, keto, etc.), values produce quality, and reads nutritional information.

2. Choose Research Methods:

User Interviews: Conduct one-on-one conversations.Ask open-ended questions like, "Walk me through your last grocery trip. What was frustrating?"

Observation (Contextual Inquiry): Watch people as they shop in a physical supermarket or use a competitor's app.Note where they struggle or what they spend the most time on.

Surveys: Gather wider data to confirm patterns.Ask questions like, "On a scale of 1-5, how important is delivery time?"

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