**Ideation Phase**
**Empathize & Discover**

| Date | 26 October 2023 |
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| Team ID | NM2023TMID08530 |
| Project Name | Project - Food Tracking system |

## 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 helps 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.

Food manufacturers think about the need to balance quality, compliance, and consumer trust while streamlining operations.

They feel the pressure to meet high standards for product quality and safety, valuing their reputation and customer trust.

## THINK AND FEEL

Consumers hear about food safety recalls and contamination issues through news reports and social media, which can instill fear and uncertainty about the safety of their food.

**HEAR**

**SEE**

Consumers see food labels and packaging, but they often find it challenging to verify the accuracy of the information provided, leading to doubts about the authenticity and safety of products.

## SAY AND DO

Customers often express concerns about the origin and safety of the food they consume, asking questions and discussing these matters with family, friends, and even on social media platforms.

Customers may research the products they buy, look for information on food sourcing,

## PAIN

It's frustrating and worrying when you can't easily find out where your food comes from or if it's safe to eat.

It can be confusing and overwhelming when food labels are filled with complicated words and terms you don't understand.

## GAIN

Imagine feeling more relaxed and confident, knowing you can easily get honest and clear information about the food you buy.

It would be so much better if food labels were simple and easy to grasp, helping you quickly judge if the food is safe and good.