

Ideation Phase

Empathize & Discover

Date	31 January 2025
Team ID	LTVIP2026TMIDS24270
Project Name	ShopEZ: One-Stop Shop for Online Purchases
Maximum Marks	4 Marks

Empathy Map Canvas:

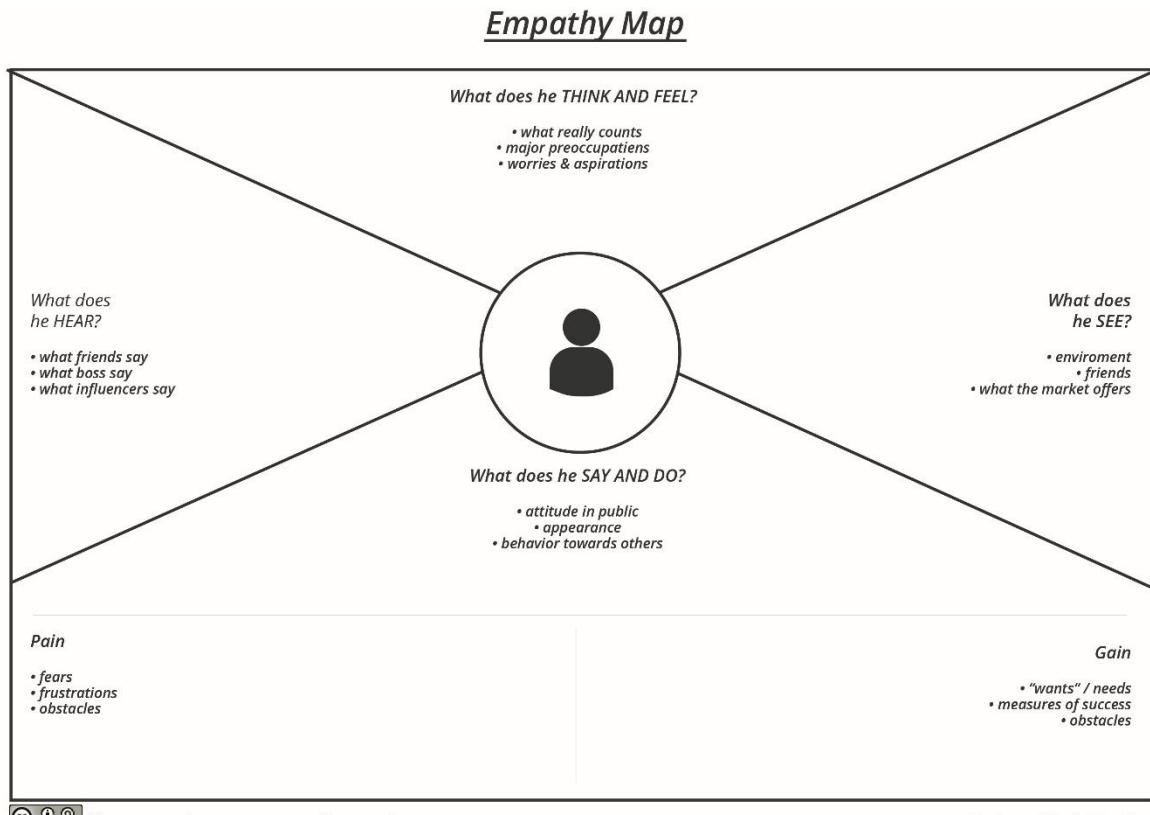
An empathy map is a simple, easy-to-digest visual that captures knowledge about a ShopSmart user's behaviours, goals, and challenges.

It is a useful tool that helps the ShopSmart team better understand both customers and local grocery vendors.

Creating an effective digital grocery solution requires understanding the real problems and needs of the people using the app.

The process of creating this map allows the team to step into the users' shoes and think deeply about their experiences, motivations, and frustrations.

Example:



Business Model Toolbox

Reference: <https://www.mural.co/templates/empathy-map-canvas>

Example: Food Ordering & Delivery Application

