Ideation Phase
Empathize & Discover

Date	5 September 2022
Team ID	PNT2022TMID13001
Project Name	Project - DemandEst - AI powered Food Demand Forecaster
Maximum Marks	4 Marks

Empathy Map - DemandEst - AI powered Food Demand Forecaster

What do they **THINK AND FEEL?**
what really counts
major preoccupations
worries & aspirations

- How can do improve the accuracy in upcoming weeks?
- What will happen if i make a wrong prediction?
- How accurate forecasting will be?
- How often do i need to make this forecasting?
- How can i acquire raw material to beat the demand?
- Will the demand be more?
- Where should I store the raw materials?
- How can i calculate the demand?

What do they **HEAR?**
what friends say
what boss say
what influencers say

- How they are better than their competitors?
- How they handle wastage of food?
- How much raw materials can their inventory hold?
- Is their algorithm is efficient?
- Can they provide adequate amount of foods if demand is high?
- Can they provide all the sub category of food?
- How is their service compared to their competitors
- Is their app is user friendly?
- How often they do this prediction?

What do they **SEE?**
environment
friends
what the market offers

- Will it eliminate food wastage?
- Better prediction will make better growth in business
- How is the pattern/trend is analysed?
- Better way to scale the business
- Efficient method to calculate the amount of adequate food needed
- Building a successful sales Strategy

What do they **SAY AND DO?**
attitude in public
appearance
behavior towards others

- Is there any solution for forecasting the demand?
- Analysis the prediction and make changes to the algorithm if need
- Predicting the right amount of food when need
- Predicting foods that match users interest
- Is their strategy adaptive to sudden changes
- Spend on the purchase of raw materials to stay competitive
- Make wrong estimations that lead to heavy losses

PAIN
fears
frustrations
obstacles

- Calculating wrong demand
- Sudden change in the trend
- Seasonality can affect the prediction

GAIN
"wants" / needs
measures of success
obstacles

- Forecasting the adequate amount of food for 10 weeks
- Preventing from excess production of food
- Better growth in business and profits