# **EMPATHIZE**

The **research**was conducted to gather insights while also understanding the users and the market through Interviews.

**Goals:**  
• Understand Industry and Market  
• Identify project scope  
• Understand how users interact with food delivery apps, what is it that motivates them, what are the challenges and the pain points that they’re facing.

**Research Methodology**

1. **Secondary Research —**To understand food delivery experience, services, stakeholders, and different user scenarios as well as challenges
2. **Observations** — Observations were drawn which were followed by interviews to gain insights into the identified challenge.
3. **Interviews** — Interviews were conducted for the demographic of 28 users.

**Competitor analysis**

I did a competitor analysis to understand the offerings and USP of different food delivery apps which are currently serving in the Indian market in this domain.

Even though they offer some features, there are still many things that are lacking and are the need of today’s user which are being overlooked.