Ideation Phase
Empathize & Discover

| Date	15 June 2025
Team ID	LTVIP2025TMID58401
Project Name	ShopSmart - eCommerce Grocery Web app
Maximum Marks	4 Marks

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.

Empathy Map

Business Model **Toolbox**
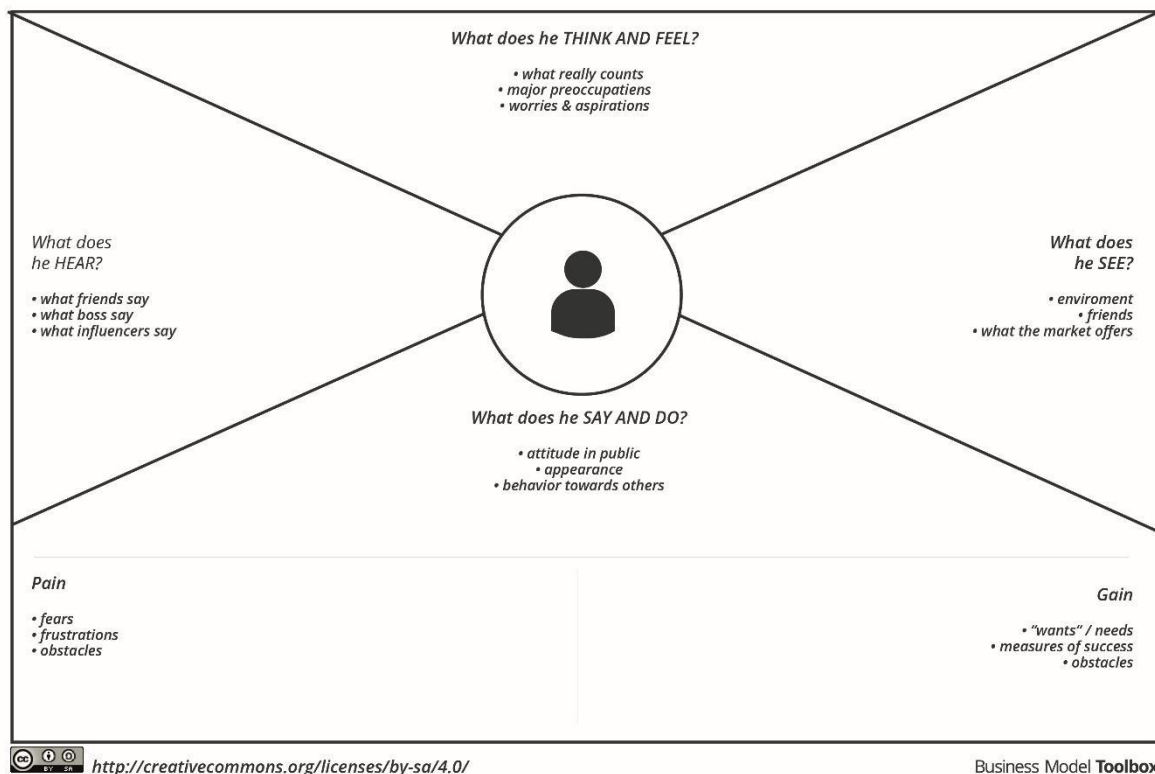
User: Online Shopper (Customer)

Section	Insights
Says	"I want an easy way to find and save products I like.""I hope the checkout process is fast and secure."
Thinks	"Will my payment and data be safe here?""I hope I don't lose my wishlist or cart items."
Does	Browses products on phone and desktop.Adds items to wishlist or cart.Compares products before buying.
Feels	Excited when finding good deals.Frustrated if the site is slow or confusing.Relieved when checkout is smooth and secure.

Goal:

Provide a seamless, secure, and user-friendly shopping experience that builds trust and encourages repeat visits.