Ideation Phase

Empathize & Discover

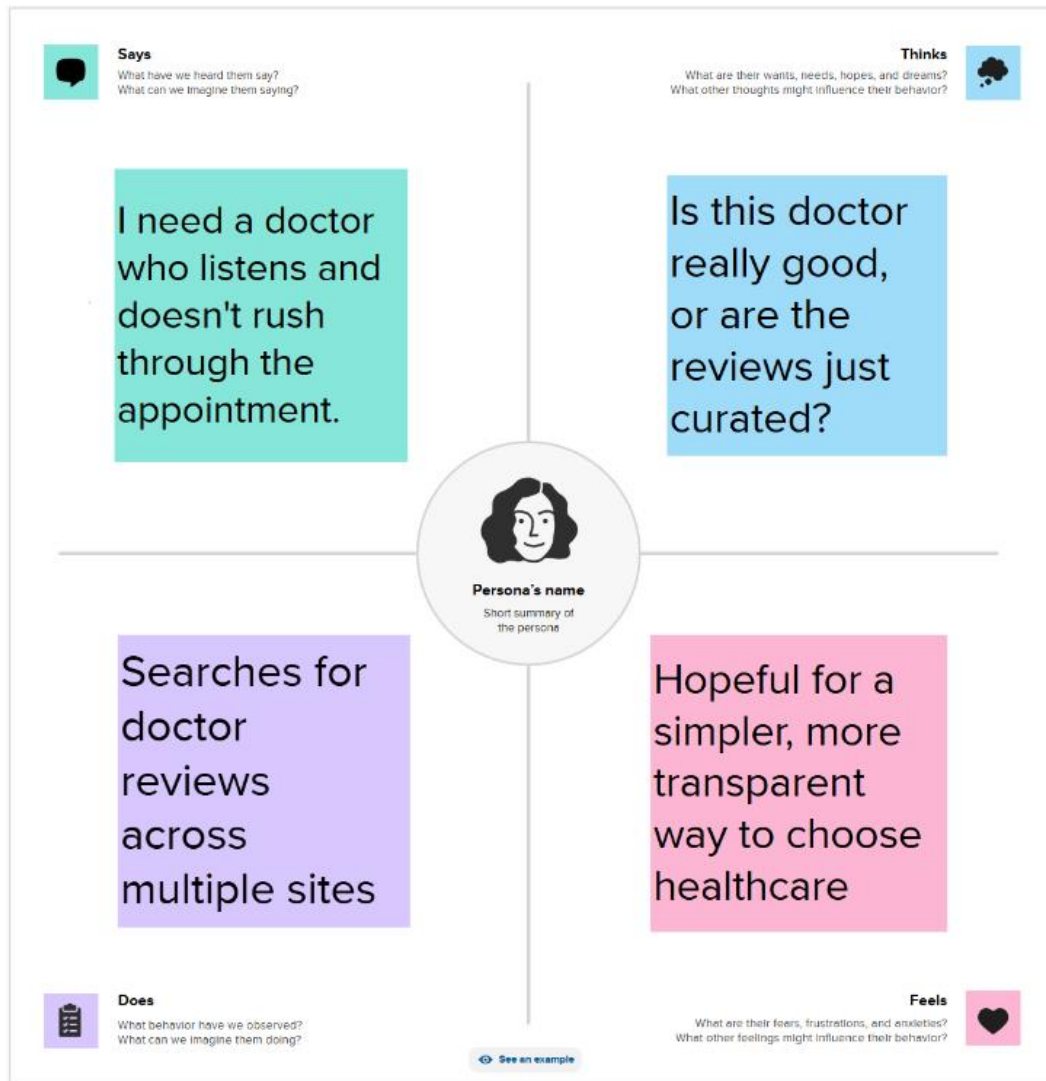| Date	24-06-2025
Team ID	LTVIP2025TMID55113
Project Name	OrderOnTheGo: Your On-Demand Food Ordering Solution
Maximum Marks	4 Marks

Empathize Map Canvas :

An empathy map is a simple, easy-to-digest visual that captures knowledge about a user's behaviors and attitudes.

It is a useful tool to help teams better understand their users. Creating an effective solution requires understanding the real problems and the person who is experiencing them. This exercise helps teams consider perspectives from both customers and restaurant owners using the OrderOnTheGo platform.

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

Empathy Map Canvas – Customer Perspective:

Says	Thinks
What have we heard them say? What can we imagine them saying?	What are their wants, needs, hopes, and dreams? What other thoughts might influence their behavior?

I need a doctor who listens and doesn't rush through the appointment.

Is this doctor really good, or are the reviews just curated?

Persona's name
Short summary of the persona

Searches for doctor reviews across multiple sites

Hopeful for a simpler, more transparent way to choose healthcare

Does	Feels
What behavior have we observed? What can we imagine them doing?	What are their fears, frustrations, and anxieties? What other feelings might influence their behavior?

👁 See an example

Customer View – OrderOnTheGo

• Says: "I want my food delivered fast and correctly."

• Thinks: "Will I get exactly what I ordered?"

• Does: Browses menu, checks ratings, places order, tracks delivery.

• Feels: Excited when order is fast; frustrated by delays.

Extended Persona Canvas:

Empathy Map

What does he THINK AND FEEL?

• _what really counts_
• _major preoccupatiens_
• _worries & aspirations_

What does
he HEAR?

• _what friends say_
• _what boss say_
• _what influencers say_

What does
he SEE?

• _enviroment_
• _friends_
• _what the market offers_

What does he SAY AND DO?

• _attitude in public_
• _appearance_
• _behavior towards others_

Pain

• _fears_
• _frustrations_
• _obstacles_

Gain

• _"wants" / needs_
• _measures of success_
• _obstacles_

Business Model **Toolbox**