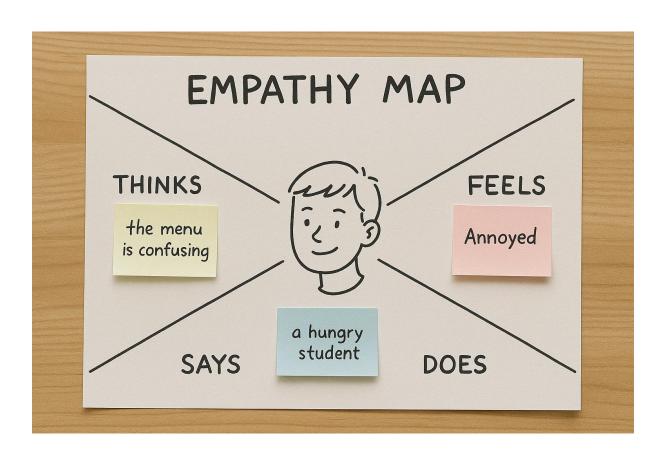
## **Ideation Phase Empathize & Discover**

Date	15 April 2025
Team ID	
Project Name	SB Foods - Food Ordering App
Maximum Marks	4 Marks

## **Empathy Map** What does he THINK AND FEEL? what really counts major preoccupatiens worries & aspirations What does he HEAR? What does he SEE? what friends say what boss say what influencers say • enviroment • friends • what the market offers What does he SAY AND DO? attitude in public appearance behavior towards others Pain Gain • fears • frustrations • obstacles • "wants" / needs • measures of success • obstacles © 0 0 http://creativecommons.org/licenses/by-sa/4.0/

Business Model Toolbox





paying cash

matches interest

food interests