**Ideation Phase**

**Empathize & Discover**

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| --- | --- |
| Date | 18-06-2025 |
| Team ID | LTVIP2025TMID53265 |
| Project Name | OrderOnTheGo |
| Maximum Marks | 2 Marks |

**Empathy Map Canvas:**

Understand the needs, frustrations, and behaviors of everyday users and restaurant staff interacting with a food ordering and delivery platform like Order on the Go.

Goals:

* Identify what users want in a seamless food ordering experience.
* Explore pain points in current delivery systems (e.g., delays, miscommunication).
* Understand motivations of delivery personnel and restaurant partners.

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

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