Ideation Phase
Empathize & Discover

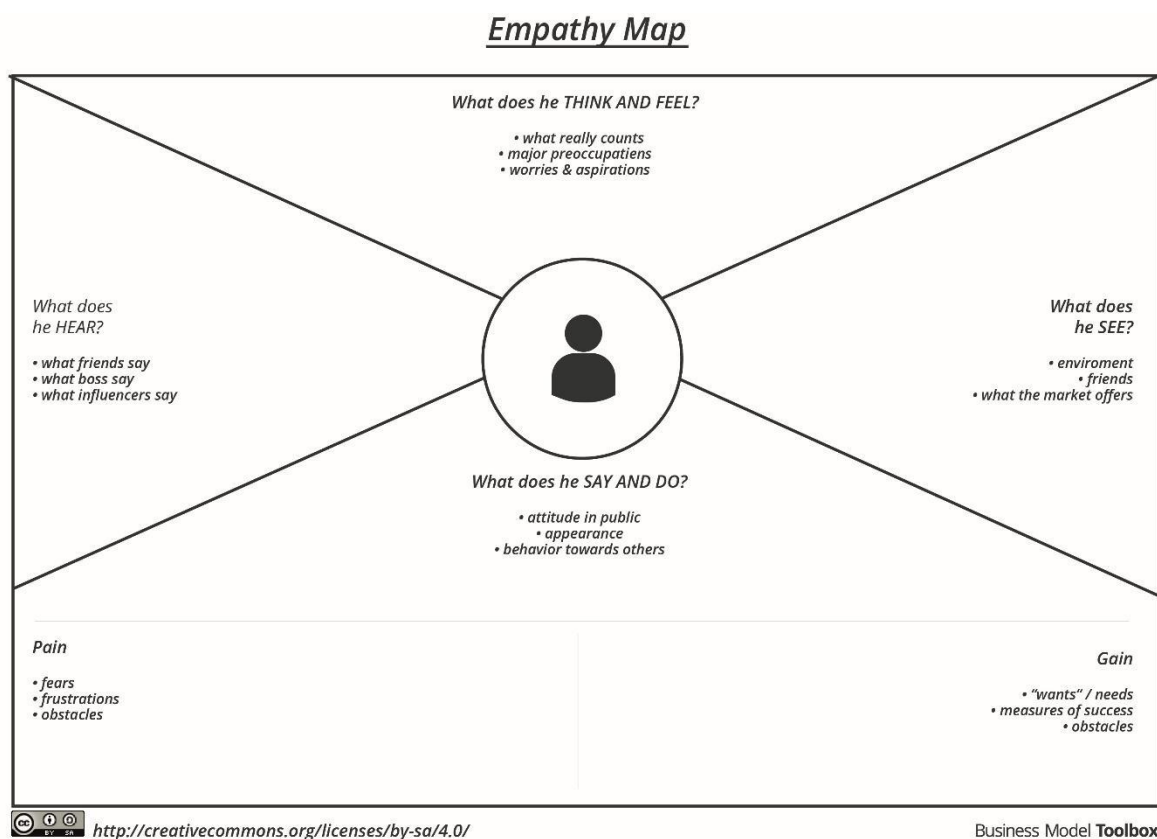| Date	16 June 2025
Team ID	LTVIP2025TMID21098
Project Name	Shopsmart: Your Digital Grocery
Maximum Marks	4 Marks

Empathy Map Canvas:

An empathy map is a simple, easy-to-digest visual that captures knowledge about a ShopSmart user's behaviours, goals, and challenges.

It is a useful tool that helps the ShopSmart team better understand both customers and local grocery vendors.
Creating an effective digital grocery solution requires understanding the real problems and needs of the people using the app.
The process of creating this map allows the team to step into the users' shoes and think deeply about their experiences, motivations, and frustrations.

Example:

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

Example: Food Ordering & Delivery Application

Think & Feel

- What this dish look like?
- Annoying
- Doesn't want frozen food
- What should I eat today?
- I'm hungry, but I don't have time to go downstairs
- Why don't they provide card payment

Hear

- There are many food selections
- Don't forget to prepare your cash
- It looks like......

See

- Menu without food photos
- Only cash payment option
- Driver doesn't have enough changes
- Only cash payment option

Say & Do

- Go downstair to pick up food and pay the driver in cash
- Spend 30 mins scolling and quit at the end
- Looking for food that matches interest
- I couldn't find food that I want
- I don't have enough cash with me right now

Pain

- Hard to find their food interests
- Uncomfortable paying cash
- Looking for food that matches interest

Gain

- Comfortable
- Accuracy