**Ideation Phase**

**Empathize & Discover**

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| --- | --- |
| 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:**

Diagram

Description automatically generated

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

**Example: Food Ordering & Delivery Application**

Diagram

Description automatically generated