**Ideation Phase**

**Empathize & Discover**

| Date | 31 January 2025 |
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| Team ID | LTVIP2025TMID55575 |
| Project Name | SHOPSMART-YOUR DIGITAL GROCERY STORE EXPERIENCE |
| Maximum Marks | 4 Marks |

**Empathy Map Canvas:**

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

It is a useful tool to helps teams better understand their users.

Creating an effective solution requires understanding the true problem and the person who is experiencing it. The exercise of creating the map helps participants consider things from the user’s perspective along with his or her goals and challenges.

**Example:**

Diagram

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

**EMPATHY MAP CANVAS-SHOPSMART:DIGITAL GROCERY STORE EXPERIENCE-**

**1.WHO ARE WE EMPATHIZING WITH?**

**USER:**

Regular grocery shoppers, both tech-savvy and not, looking for convenience.

**WHAT IS THE USER’S ROLE?**

Household grocery decision-maker – often parents, homemakers, students, or working professionals.

**2.WHAT DO THEY NEED TO DO DIFFERENTLY?**

**->** Move from traditional shopping to online grocery shopping.

**->**Trust digital payments and online delivery.

**->**Use a mobile app or website for weekly grocery purchases.

**3.WHAT DO THEY SEE?**

->Complicated apps with too many options

->Inconsistent delivery times from competitors.

->Limited regional language support or local items online.

**4.WHAT DO THEY SAY?**

->”I want my groceries to be delivered on time.”

->”I hate standing in long queues.”

->”I’m worried about the freshness of vegetables.”

**5.WHAT DO THEY DO?**

->Go to nearby supermarkets or kirana shops.

->Compare prices manually by visiting different stores.

->Ask family or friends to help with groceries when busy.

**6.WHAT DO THEY HEAR?**

->**WORD-OF-MOUTH:**”That app gives discounts but delivers late.”

->Advertisements from online grocery apps.

->Reviews on social media or YouTube about product quality.

7.**PAINS:**

->Delay in delivery or wrong orders.

->Difficulty in navigating tech platforms.

->Concerns about data security during payment.

->Limited support in local languages or local products.

8.**GAINS:**

->Save time and travel.

->Get personalized recommendations and discounts.

->Easy to track expenses.

->Hassle-free weekly shopping from home.

**Example: Food Ordering & Delivery Application**

Diagram

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