

Ideation Phase

Empathize & Discover

Date	19 February 2026
Team ID	LTVIP2026TMIDS87679
Project Name	Steamy Pot – Smart Food Delivery Platform
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 help 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.

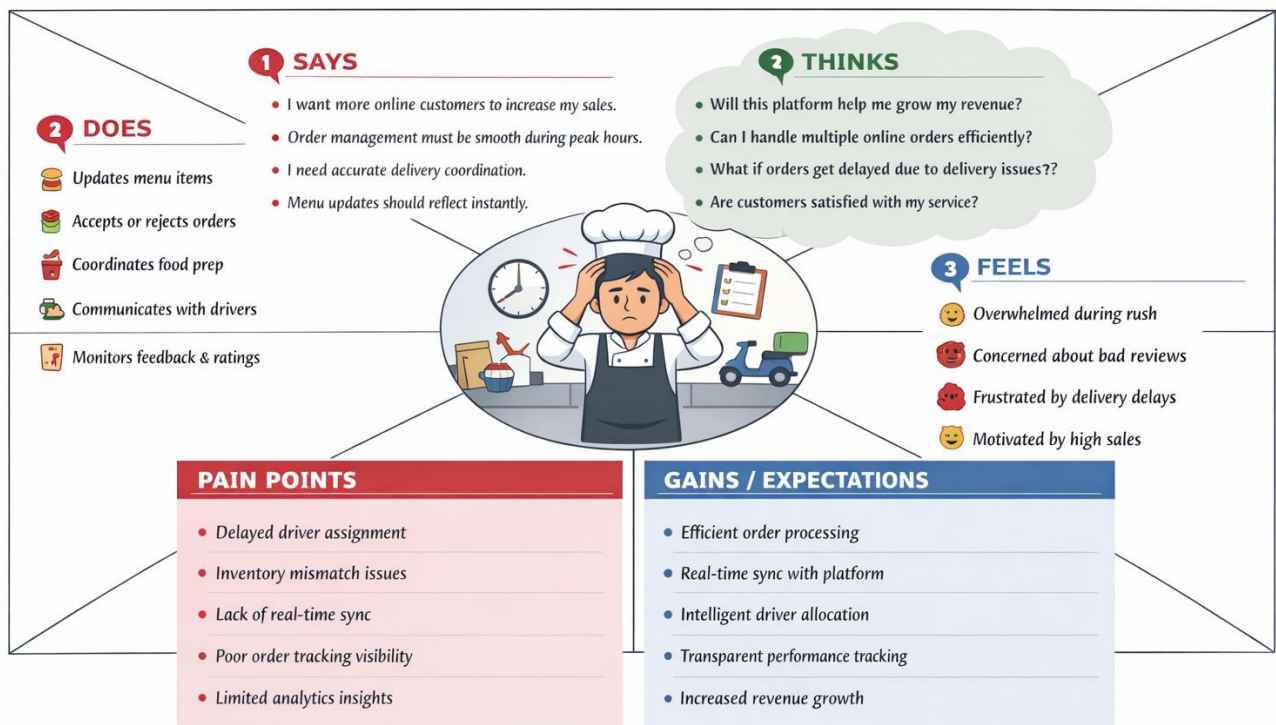
Target User Persona:

Primary User – Food Delivery Customer (Urban & Traveling User)

Food Ordering & Delivery Application

Empathy Map Canvas

Target User Persona: Restaurant Owner / Restaurant Partner registered on Steamy Pot



Delivery Driver Empathy Map Canvas

Target User: Delivery Driver / Rider for Steamy Pot



Conclusion from Driver Empathy Mapping

Drivers need reliable order assignment, fair payment, and real-time support. These insights led to improved route optimization and transparent payment processes in Steamy Pot.