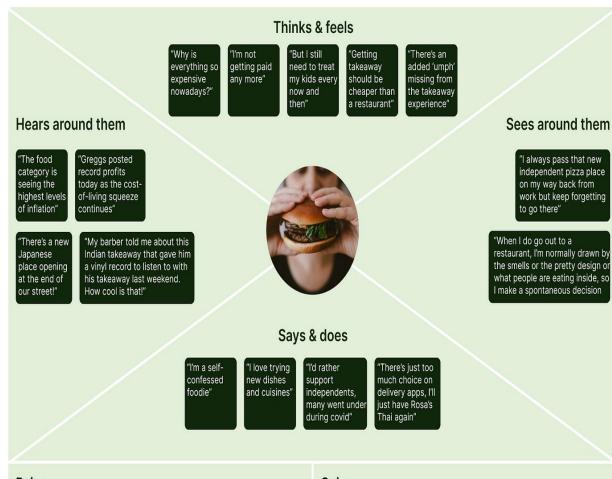
INDIAN FOOD EDA

Empathy Map:



Pains

- · Cost-of-living
- · Paradox of choice when picking places to eat out
- If tired, they deviate to places they've been before even though this is inconsistent with their desires to try new

Gains

- · Want to be able to explore new cuisines easily and reliably
- · Want to feel they are getting their money's worth
- · Need a trusted source for recommendations