

## Ideation Phase

### Empathize & Discover

Date	03 November 2023
Team ID	NM2023TMID04359
Project Name	Indian Food Eda
Maximum Marks	4 Marks

#### Empathy Map :

##### SAYS

- What do users say about Indian food?
- Their comments, opinions, and feedback.

##### THINKS

- What thoughts and perceptions do they have about Indian cuisine?
- Their expectations and preconceived notions.

##### FEELS

- What emotions are associated with Indian food?
- Joy, excitement, nostalgia, curiosity, etc.

##### DOES

- What actions do they take regarding Indian cuisine?
- Cooking, ordering, exploring restaurants, sharing on social media.

##### HEARS

- What do they hear from others about Indian food?
- Recommendations, reviews, word-of-mouth.

##### PLEASURES

Determine the aspects of Indian cuisine that bring joy and satisfaction to the individual.

##### SEES

- What visuals are associated with Indian food in their mind?
- Images of dishes, restaurant interiors, cultural references.

##### GOALS

Long term aspirations connected to Indian cuisine

##### GAINS

Discovering new favourite dishes and expanding their culinary horizons.

##### PAINS

Difficulty in understanding the menu and dishes

