Ideation Phase

Empathize & Discover

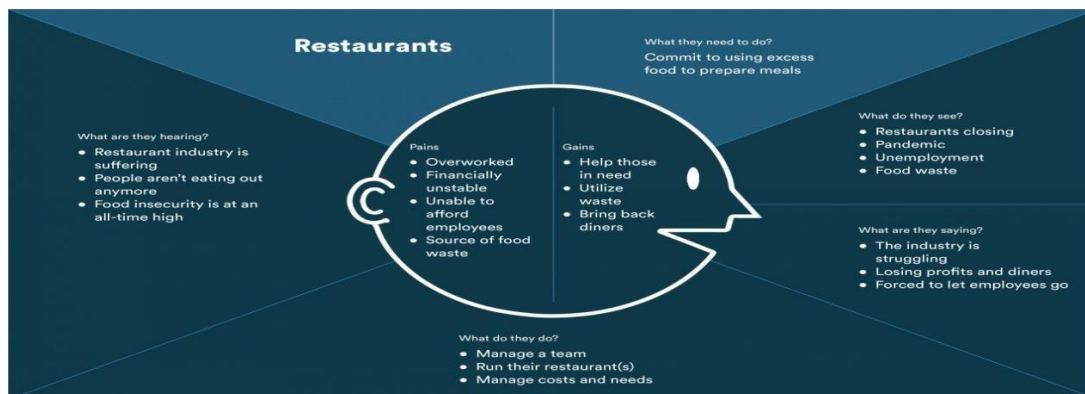| Date	06 November 2025
Team Id	NM2025TMID05229
Project Name	To Supply Leftover Food To Poor
Maximum Marks	4 Marks

Empathy Map Canvas:

In the Empathize & Discover phase, the team observed how people handle leftover food after functions, events, and daily restaurant operations. They discovered that large amounts of food often go to waste because there is no proper system to collect and distribute it. Through interviews with restaurant owners, volunteers, and donors, the team identified that people want to donate food but lack a structured process to do so.

The team found key pain points such as:

- Difficulty in finding volunteers quickly.
- No tracking of where food is delivered.
- Food getting spoiled due to delays.
- Lack of awareness about drop-off points and needy areas.

By understanding these challenges, the team realized the need for a digital solution that connects donors, volunteers, and drop-off points efficiently. This led to the idea of building a Salesforce-based system to manage the entire process of food collection and delivery.
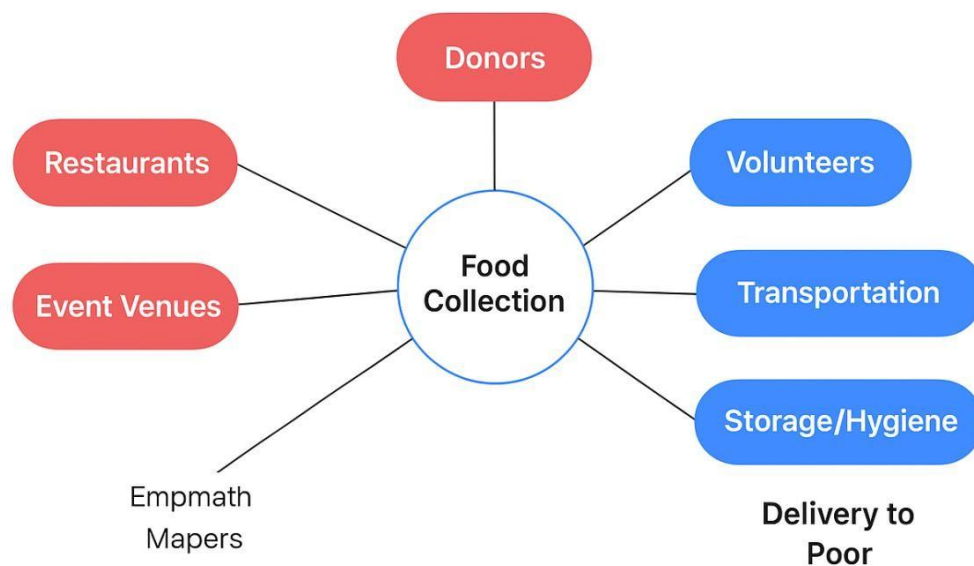
Example

The empathy mapping helped the team understand the real needs of the users — donors, volunteers, and recipients. It revealed their emotions, frustrations, and goals.
Restaurant owners wanted a simple way to donate food, volunteers wanted clear coordination, and poor people needed timely access to meals.

By identifying these insights, the team designed a system that:

- Makes food donation easier and faster.
- Ensures safe handling and delivery of food.
- Provides transparency and accountability

Ideation Phase
To Supply Leftover Food to Poor

Summary:

By deeply understanding user emotions and challenges through empathy mapping, the team identified major issues like **food wastage, poor coordination, and lack of tracking**. These findings inspired the creation of a **smart Salesforce solution** that records venues, manages volunteers, and tracks food deliveries.This system ensures leftover food is used effectively to serve poor people while promoting social responsibility.