

Ideation Phase

Empathize & Discover

Date	19 September 2022
Team ID	NM2023TMID09402
Project Name	Project – 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