Ideation Phase
Empathize & Discover

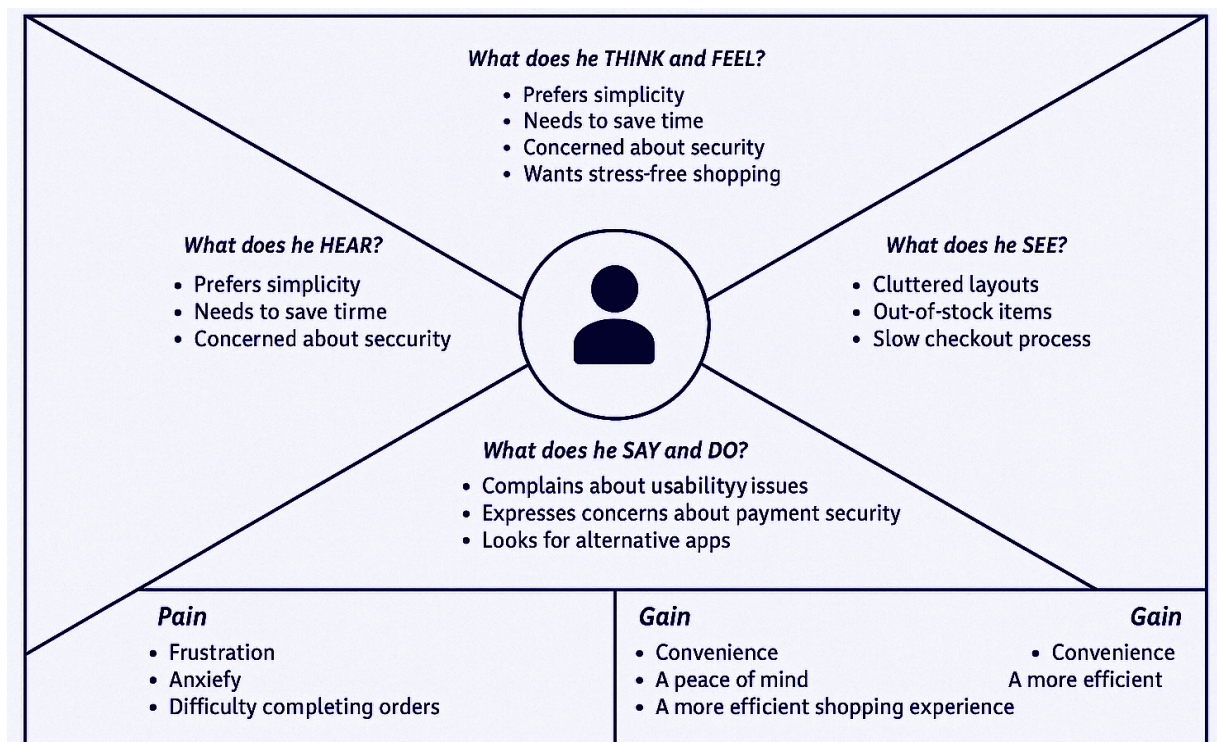| Date	25 March 2025
Team ID	SWTID1742575574
Project Name	Grocery webapp
Maximum Marks	4 Marks

Empathy Map – Grocery WebApp (Blinkit Clone)

An empathy map is a simple yet powerful visual tool that captures deep insights into our users' behaviors, thoughts, feelings, and attitudes while interacting with our Blinkit-cloned Grocery WebApp.

As we work to replicate and improve upon the Blinkit experience, the empathy map becomes crucial in helping our team better understand the real needs, expectations, and pain points of our users—whether they are customers browsing and shopping for groceries or sellers managing their inventory and orders.

Creating an effective and competitive online grocery platform goes beyond functionality; it requires us to genuinely empathize with our users. By stepping into their shoes, we gain clarity on their daily struggles, motivations, and goals. This user-centered perspective enables us to design features that are not only intuitive and reliable but also truly impactful in simplifying the online shopping and selling journey.

Ultimately, this approach helps us build a Blinkit-style app that people trust, enjoy using, and rely on for their everyday needs.

What does he THINK and FEEL?
- Prefers simplicity
- Needs to save time
- Concerned about security
- Wants stress-free shopping

What does he HEAR?
- Prefers simplicity
- Needs to save tirme
- Concerned about seccurity

What does he SEE?
- Cluttered layouts
- Out-of-stock items
- Slow checkout process

What does he SAY and DO?
- Complains about usabilityy issues
- Expresses concerns about payment security
- Looks for alternative apps

Pain
- Frustration
- Anxiefy
- Difficulty completing orders

Gain
- Convenience
- A peace of mind
- A more efficient shopping experience

Gain
- Convenience
- A more efficient

Example: Food Ordering & Delivery Application

Consumer journey Map

I've to buy groceries online
This app looks convenient
I'm worried about delivery

I heard good
things about it

Wide
selection
of products
available

Prices are affordable

Think

See

I'm getting discounts

Say & Do

I'll save money on fresh produce
Uncertain website speed
Uncertain delivery time

Pain Difficult to
navigate
Slow website speed
Uncertain delivery time

Gain Easy time
shopping
Save time finding items
Discounts and deals