

Ideation Phase

Empathize & Discover

Date	19 June 2025
Team ID	LTVIP2025TMID48994
Project Name	ShopSmart: Your Digital Grocery Store Experience

Empathy Map Canvas:

User Person: Priya – Working Professional

Says:

- “I need groceries urgently but stores are closed.”
- “I wish there was a reliable way to order at night.”

Thinks:

- “Can I get essentials without leaving home?”
- “Is this service trustworthy and fast?”

Does:

- Browses grocery apps late at night.
- Adds items to cart and looks for delivery options.

Feels:

- Frustrated due to closed stores.
- Relieved when order is confirmed.
- Satisfied upon next-day delivery.

Goals:

- Get groceries delivered conveniently.
- Avoid physical store trips and save time.

Pain Points:

- Limited store hours.
- No clear delivery tracking.
- Complex or buggy apps.

Empathy Map - Priya (Working Professional)

SAYS <ul style="list-style-type: none">• "I need groceries urgently but stores are closed."• "I wish there was a reliable way to order at night."	THINKS <ul style="list-style-type: none">• "Can I get essentials without leaving home?"• "Is this service trustworthy and fast?"
DOES <ul style="list-style-type: none">• Browses grocery apps late at night.• Adds items to cart and looks for delivery options.	FEELS <ul style="list-style-type: none">• Frustrated due to closed stores.• Relieved when order is confirmed.• Satisfied upon next-day delivery.
GOALS <ul style="list-style-type: none">• Get groceries delivered conveniently.• Avoid physical store trips and save time.	PAIN POINTS <ul style="list-style-type: none">• Limited store hours.• No clear delivery tracking.• Complex or buggy apps.