

Ideation Phase

Empathize & Discover

Date	18 February 2026
Team ID	LTVIP2026TMIDS83223
Project Name	Shopez-one stop shop for Online Products
Maximum Marks	4 Marks

Empathy Map Canvas:

An empathy map is a simple, easy-to-digest visual that captures knowledge about a user's behaviours and attitudes.

User: - Srivalli (A working professional buying products online.)

