

EMPATHY MAPPING

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Team ID	LTVIP2025TMID31177
Project Name	To Supply Leftover Food to Poor

Empathy Mapping is a human-centered design tool used to visualize what a user experiences. It helps the project team gain deep insight into the needs, behaviors, feelings, and motivations of users. This understanding guides the creation of meaningful and effective solutions.

We have focused on **three groups**:

1. **Donors** – Individuals or organizations with surplus food
2. **Volunteers** – Individuals who help pick up and deliver the food
3. **NGOs** – Non-profits managing food logistics and coordination

Main Purpose of Empathy Mapping

- **Understand Users Deeply** – Know what users think, feel, say, and do.
- **Identify Real Needs** – Discover hidden problems and goals.
- **Design Better Solutions** – Create user-friendly and meaningful systems.

The typical Empathy Map is divided into 6 quadrants:

- **SAYS** – “We don’t want to beg, we want to be treated with dignity.”
- **THINKS** – “Will I be able to eat today?”
- **DOES** – Searches for food outside restaurants or bins.
- **FEELS** – Feels ashamed and hopeless.
- **PAINS** – Gets stale or unsafe leftover food.
- **GAINS** – Wants regular access to safe, respectful meals.

EMPATHY MAP

TO SUPPLY LEFTOVER FOOD TO POOR

SAYS

- I haven't eaten a proper meal in days."
- Sometimes people give us food, but it's enough."
- We are grateful for whatever we get."
- We don't want to beg, we want dignity."
- The food is sometimes spoiled or cold.

THINKS

- Will I be able to eat today?
- How long will this food last?
- I hope I don't fall sick from this."
- I feel like a burden on society.
- I wish there was a better way to get food.

DOES

- Searches for food in garbage bins or waits outside restaurants.
- Queues at NGOs or food distribution points.
- Shares whatever little food they receive with others.
- Moves from location to location in search of help.

FEELS

- Hopelessness, hunger, shame, or despair.
- Gratitude when given food.
- Fear about where their next meal will come from.
- Joy when treated with kindness or dignity

PAINS

- Inconsistent or unpredictable access to food.
- Stale, spoiled, or unsafe leftovers.
- Social stigma and shame.

GAINS

- Consistent access to nutritious meals.
- Dignified and respectful treatment.
- Food that is safe, warm, and properly packaged.

