**Ideation Phase**

**Empathize & Discover**

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| Date | 28 June 2025 |
| Team ID | LTVIP2025TMID54300 |
| Project Name | **ShopSmart** |
| 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.

It is a useful tool to helps teams better understand their users.

Creating an effective solution requires understanding the true problem and the person who is experiencing it. The exercise of creating the map helps participants consider things from the user’s perspective along with his or her goals and challenges.

**User Types Considered:**

🛒 Everyday Grocery Customer

🏪 Grocery Store Owner / Admin

An empathy map typically includes the following **6 quadrants** focused on the *user*:

**1. Says**

* *Customer:* "I wish I didn’t have to stand in long queues for groceries."
* *Customer:* "Why can’t I get all the grocery items I need from one place?"
* *Store Owner:* "Managing stock on paper is a nightmare."
* *Store Owner:* "I wish I could get online orders from customers nearby."

**2. Thinks**

* *Customer:* "Shopping would be easier if everything was just online."
* *Customer:* "I hope the store has what I need today."
* *Store Owner:* "If I had a digital system, I could track orders better."
* *Store Owner:* "It’s hard to compete with big online platforms."

**3. Does**

* *Customer:* Regularly visits local stores and manually checks stock.
* *Customer:* Compares prices by asking store-to-store or via WhatsApp.
* *Store Owner:* Uses notebooks or Excel sheets to manage inventory.
* *Store Owner:* Accepts orders via phone or in-person.

**4. Feels**

* *Customer:* Frustrated, time-constrained, and tired of unorganized shopping.
* *Store Owner:* Overwhelmed, digitally disconnected, yet willing to grow.

**5. Pains**

* *Customer:* Lack of real-time product availability, delayed service, no delivery tracking.
* *Store Owner:* Manual work, stock mismanagement, poor customer engagement.

**6. Gains**

* *Customer:* Smooth online shopping, order history, timely updates, home delivery.
* *Store Owner:* Easy-to-use dashboard, real-time order/inventory view, local customer reach.

