

## Ideation Phase

### Empathize & Discover

|               |                            |
|---------------|----------------------------|
| Date          | 22 <sup>nd</sup> June 2025 |
| Team ID       | LTVIP2025TMID57410         |
| Project Name  | ShopsMart                  |
| Maximum Marks | 4 Marks                    |

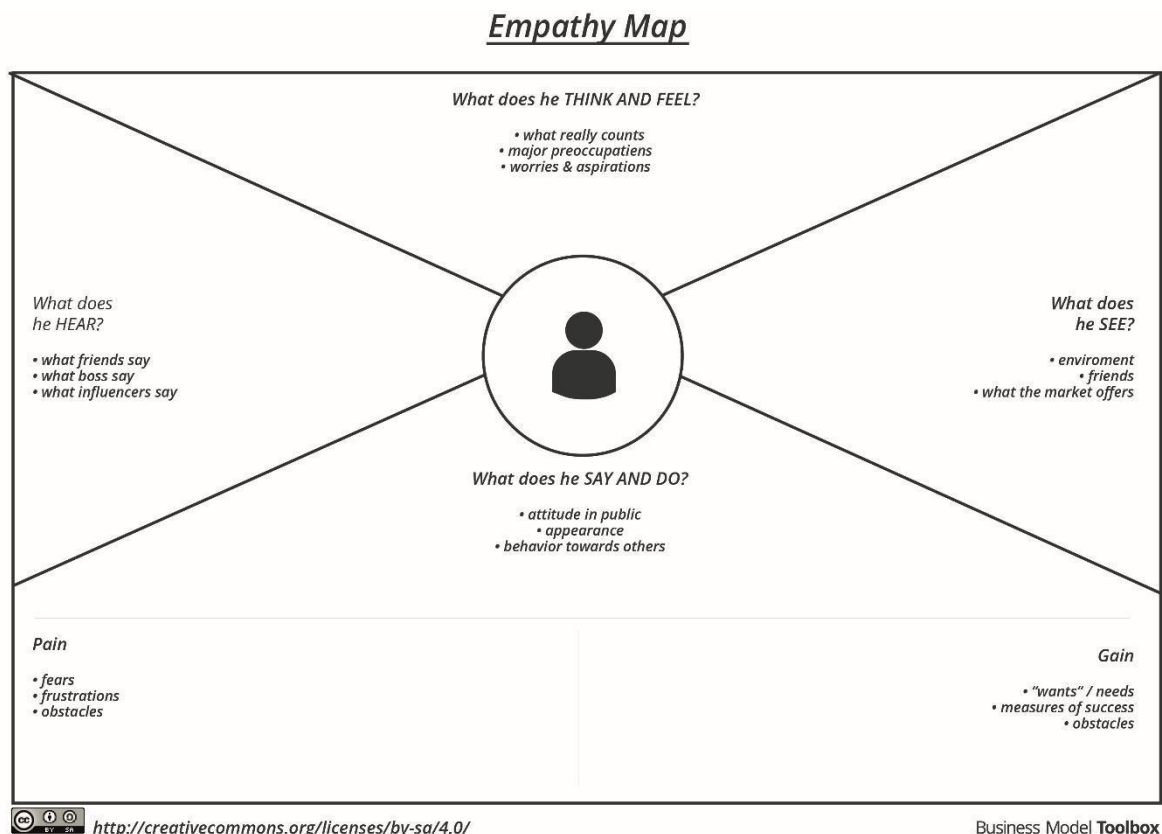
#### Empathy Map Canvas:

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 help 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.

#### Example:



Reference: <https://www.mural.co/templates/empathy-map-canvas>

## EMPATHY MAP – SHOPSMART GROCERY APP (USER: PRIYA)

### SAYS

- I don't have time to go to the grocery store every week.
- Fresh ingredients are important to me
- I need a quick and reliable delivery option

### THINKS

- There has to be a faster, more convenient way to get groceries
- I hope the quality of online groceries matches the store
- What if my order is delayed or incorrect?

### HEARS

- Friends and colleagues recommend using online grocery apps
- Influencers and YouTubers reviewing grocery services
- Ads promoting express delivery and organic products

### SEES

- Multiple apps offering grocery delivery – some with confusing UIs
- App UI with clean categories, cart option, and delivery scheduling

### PAINS

- Wasting time in long queues and traffic
- Limited time for grocery shopping after work
- Worry about the freshness and quality of items
- Payment and security concerns

### GAINS

- Saves hours every week by ordering online
- Orders arrive at preferred times
- Can choose from fresh produce, organic, and gluten-free options

