Ideation Phase Empathize & Discover

Date	22 nd 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 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.

Example:

Empathy Map What does he THINK AND FEEL? what really counts major preoccupations worries & aspirations What does What does he HEAR? he SEE? what friends saywhat boss saywhat influencers say enviroment • friends • what the market offers What does he SAY AND DO? • attitude in public appearance behavior towards others Pain Gain • fears • frustrations • obstacles "wants" / needs measures of success obstacles http://creativecommons.org/licenses/by-sa/4.0/ Business Model Toolbox

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

Example: LearnHub

EMPATHY MAP - SHOPSMART GROCERY APP (USER: PRIYA)

SAYS

- I don't have time to go to the grocery store every eek.
- Fresh ingredients are impertant 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 onlineline grocery apps
- Influencers and YouTubers reviewing grocery services
- Ads promoting express delivery and organic proucts

SEES

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

PAINS

- · Wasting time in long queues and traffic
- Limited time for grocery shopping offer work
- · Worry about the freshness and quality of items
- · Dromant and cocurity ancoares

GAINS

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