

Ideation Phase

Empathize & Discover

Date: 31 OCTOBER 2025

Team ID: NM2025TMID05985

Project Name: To Supply Leftover Food to Poor

Maximum Marks: 4 Marks

Empathy Map Canvas:

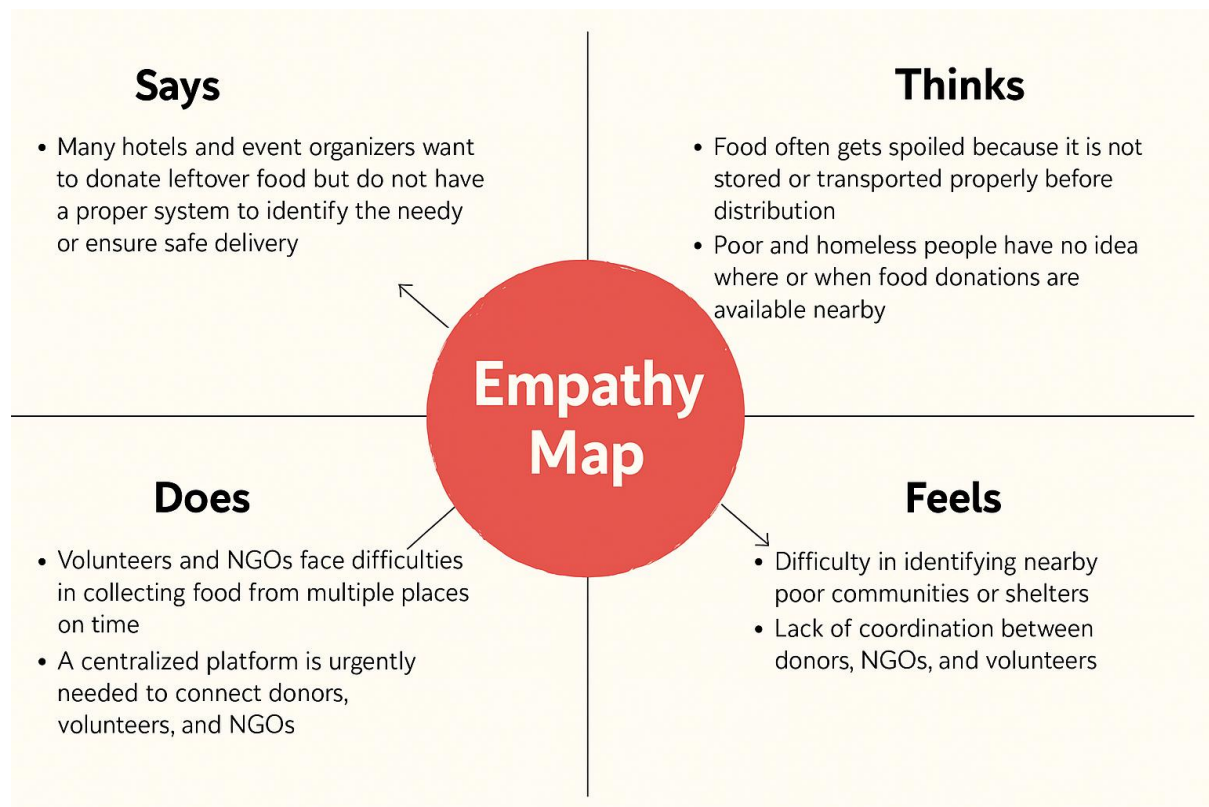
In the Empathize & Discover phase, the team studied how leftover food is managed in various places such as restaurants, canteens, hotels, and marriage halls. They found that a large amount of fresh and edible food is wasted every single day, even though thousands of poor people struggle to find one proper meal. The team interviewed restaurant owners, caterers, event organizers, volunteers, and underprivileged individuals to understand the ground realities. From these interactions, they discovered the following key insights:

- Many hotels and event organizers want to donate leftover food but do not have a proper system to identify the needy or ensure safe delivery.
- Food often gets spoiled because it is not stored or transported properly before distribution.
- Volunteers and NGOs face difficulties in collecting food from multiple places on time.
- Poor and homeless people have no idea where or when food donations are available nearby.

These findings clearly revealed the gap between food donors and food receivers. The team realized the urgent need for a centralized platform that connects donors, volunteers, and NGOs through a digital network. Such a system could help reduce food wastage while ensuring that leftover food reaches people in need quickly and safely. By empathizing with both groups — the food donors and the beneficiaries — the team gained a deep understanding of their motivations and frustrations. Donors wanted a simple, trustworthy, and quick way to give away food, while the poor expected safe, hygienic, and timely food distribution. These insights inspired the team to design a practical and compassionate solution that would turn excess food into a resource for hunger relief.

Example:

By using the **Empathy Map Canvas**, the team clearly identified user challenges and emotions.



- **Difficulty in identifying nearby poor communities or shelters.**
- **Lack of coordination between donors, NGOs, and volunteers.**
- **Health and hygiene concerns during food transport.**
- **No real-time updates or tracking system for donations.**

To overcome these issues, the team proposed a **smart food donation platform** — a digital application that:

1. **Connects food donors** (restaurants, canteens, events) with local NGOs and volunteers in real time.
2. Provides **live tracking** of food collection and delivery.
3. Ensures **quality and hygiene** through guidelines and verification steps.
4. Sends **notifications and alerts** when food is ready for pickup or when it reaches the destination.
5. Maintains **records and analytics** to encourage regular donations and transparency.

This solution not only minimizes food wastage but also spreads kindness and social responsibility among communities. It ensures that **no one sleeps hungry while good food goes to waste** — creating a sustainable system that promotes empathy, collaboration, and care for society.