Empathy Map Canvas:

In the **Empathize & Discover** phase, the team observes how food wastage occurs at restaurants, hotels, and events, while poor and needy people struggle to access food. By interviewing restaurant owners, volunteers, and NGO workers, the team discovers that leftover food often goes unutilized because of a lack of real-time communication and proper collection systems.

Restaurant owners feel **disheartened** seeing food go to waste daily, while volunteers feel **frustrated** because they cannot coordinate timely pickups. Poor and homeless people feel **ignored and hungry** due to the absence of an organized food redistribution system.

Gathering these insights helped the team deeply understand the gap between food availability and hunger relief. The team realized the need for a **digital platform** that connects donors, NGOs, and volunteers efficiently — ensuring that edible food reaches those who need it most, safely and quickly.

Example:

Who we are empathizing with:
Restaurant owners, event organizers, NGOs, volunteers, and poor families in need of food

What they say:
"We want to donate leftover food, but we don't know how to manage timely delivery."

What they think:
"If there was an easy way to share food details and connect with volunteers, less food would be wasted."

What they do:
Some try to share food informally, but without coordination or quality checks, much of it gets spoiled.

What they feel:
Restaurant owners feel sad about waste, volunteers feel helpless due to lack of systems, and the poor feel neglected.

Insights:

Through empathy mapping, the team identified **key challenges and emotional triggers** around food wastage and hunger. These include:

Lack of awareness and coordination between donors and NGOs.

No digital channel for real-time food availability updates.

Concerns about food safety and transportation.

Need for recognition and motivation for donors and volunteers.

By understanding these pain points, the team aims to design a **user-friendly food donation platform** that ensures safe collection, quick delivery, and transparent reporting.

Reference:

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