

Ideation Phase

Empathize & Discover

Date	1 November 2025
Team ID	NM2025TMID07455
Project Name	To Supply Leftover Food to Poor
Maximum Marks	4 Marks

Empathy Map Canvas

In the Empathize & Discover phase, our team observed how food wastage and hunger coexist in communities. We interacted with restaurant owners, event organizers, NGOs, and volunteers to understand their challenges in managing surplus food and delivering it to the needy efficiently.

Through these conversations, we discovered that donors often struggle to find reliable collection partners, while volunteers and NGOs lack a structured communication system to track donations and deliveries. The absence of real-time updates leads to food spoilage, duplication of efforts, and a lack of transparency.

By studying their experiences, emotions, and frustrations, we identified a clear need for a technology-driven system that connects all stakeholders, provides real-time visibility, and ensures timely redistribution of surplus food.

These findings guide our Salesforce-based solution, which aims to make food collection and distribution simple, efficient, and transparent.

Example:

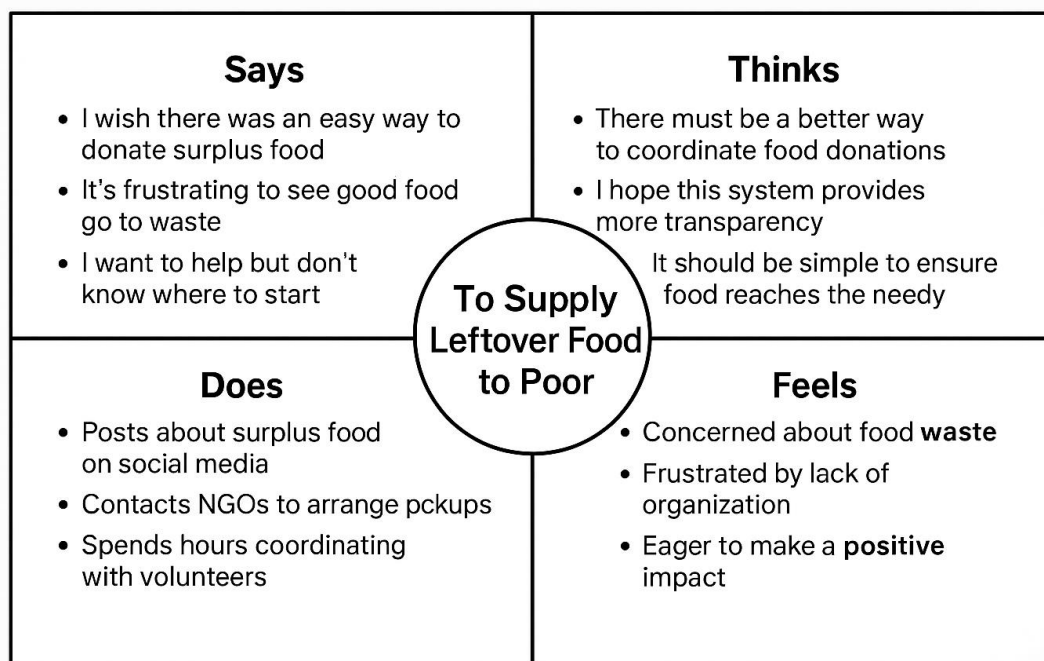
By deeply understanding users through empathy mapping, we uncovered the key pain points faced by each group:

- Donors feel disappointed seeing good food go to waste and wish for a reliable, easy way to donate quickly.
- Volunteers face difficulty coordinating pickups and deliveries without proper communication or tracking tools.
- NGOs struggle to monitor food distribution efficiently and ensure fair access for beneficiaries.
- Beneficiaries often remain unaware of available food donations due to lack of outreach.

These insights led us to design a Salesforce-powered platform where:

- Donors can register surplus food,
- Volunteers are automatically assigned through Salesforce flows,
- NGOs can confirm receipt,
- and administrators can monitor everything via dashboards and reports.

This approach builds trust, reduces wastage, and ensures food reaches those in need — creating a sustainable, community-driven ecosystem supported by technology.



Reference:

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