

Ideation Phase

Empathize & Discover

Date	27 June 2025
Team ID	LTVIP2025TMID38851
Project Name	TO SUPPLY LEFTOVER FOOD TO POOR

Empathy Map Canvas:

The Empathy Map Canvas is a collaborative visualization tool used to deeply understand the needs, feelings, and behaviors of a target user or stakeholder. It helps teams build empathy with users and design human-centered solutions.

It was originally developed by XPLANE and is commonly used in design thinking, UX research, and agile product development.

Why Use an Empathy Map Canvas?

- Aligns the team's understanding of the user.
- Helps reveal hidden pain points and unmet needs.
- Sparks user-centric ideas during the ideation phase.
- Clarifies what to build — and why — before designing.

Structure of the Empathy Map Canvas:

It typically consists of six sections, centered around a specific user persona:

USER: Who are we empathizing with?

- Name, role (e.g., Food Donor, NGO Rep, Volunteer), context, and goals.

THINKS

- What is the user thinking?
- What matters most to them?
- What keeps them up at night?

SAYS

- What does the user say out loud?
- What phrases do they commonly use?
- What feedback do they give?

FEELS

- What emotions is the user experiencing?
- What are their fears, frustrations, or aspirations?

HEARS

- What do others (family, peers, society) say to or about them?
- What influences their decision-making?

SEES

- What does the user see in their environment?
- What challenges or opportunities surround them?

DOES

- What actions does the user take?
- What habits, routines, or behaviors do they follow?




Outcomes:

- Human-Centered Insight
- Clearer Problem Definition
- Stakeholder Alignment
- Informed Ideation
- Strategic Decision-Making
- Empathy-Driven Design

Empathy Map Canvas for “To Supply Food to Poor”:

EMPATHY MAP

To Supply Leftover Food to Poor

THINK & FEEL <ul style="list-style-type: none">• How can I help people in need?• Will the food go to waste?• It could make a difference! 	SEE <ul style="list-style-type: none">• People going hungry• Surplus food from restaurants• News reports on food insecurity 
HEAR <ul style="list-style-type: none">• Requests for donations• Concerns about poverty• Suggestions for community support 	DO <ul style="list-style-type: none">• Coordinate with local restaurants• Organize food collection• Distribute meals to those in need 