

# Ideation Phase

## Empathize & Discover

Date	19 June 2025
Team ID	LTVIP2025TMID48554
Project Name	ShopSmart: Your Digital Grocery Store Experience

### Empathy Map Canvas:

User Person: Priya – Working Professional

#### Says:

- “I need groceries urgently but stores are closed.”
- “I wish there was a reliable way to order at night.”

#### Thinks:

- “Can I get essentials without leaving home?”
- “Is this service trustworthy and fast?”

#### Does:

- Browses grocery apps late at night.
- Adds items to cart and looks for delivery options.

#### Feels:

- Frustrated due to closed stores.
- Relieved when order is confirmed.
- Satisfied upon next-day delivery.

#### Goals:

- Get groceries delivered conveniently.
- Avoid physical store trips and save time.

### **Pain Points:**

- Limited store hours.
- No clear delivery tracking.
- Complex or buggy apps.

### **Empathy Map - Priya (Working Professional)**

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