

Ideation Phase

Empathize & Discover

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Team ID	SWTID1743605259
Project Name	ShopEZ
Maximum Marks	

Empathy Map-shopEZ

This empathy map for the ShopEZ eCommerce website provides a detailed understanding of the user's thoughts, feelings, actions, and expectations throughout their online shopping experience. In the "Says" quadrant, users express a need for a quick and hassle-free shopping and checkout process, clear product details, and access to discounts or promotions. The "Thinks" section reveals deeper concerns, such as the reliability and security of the website, product satisfaction, timely delivery, and data privacy. The "Does" quadrant outlines user behaviors like browsing categories, comparing prices, reading reviews, and tracking orders. Lastly, the "Gains" quadrant highlights desired outcomes, including a seamless shopping experience, easy navigation, secure checkout, promotional offers, and dependable delivery services. This map helps businesses align their platform with customer expectations, enhancing user satisfaction and loyalty.

EMPATHY MAP

