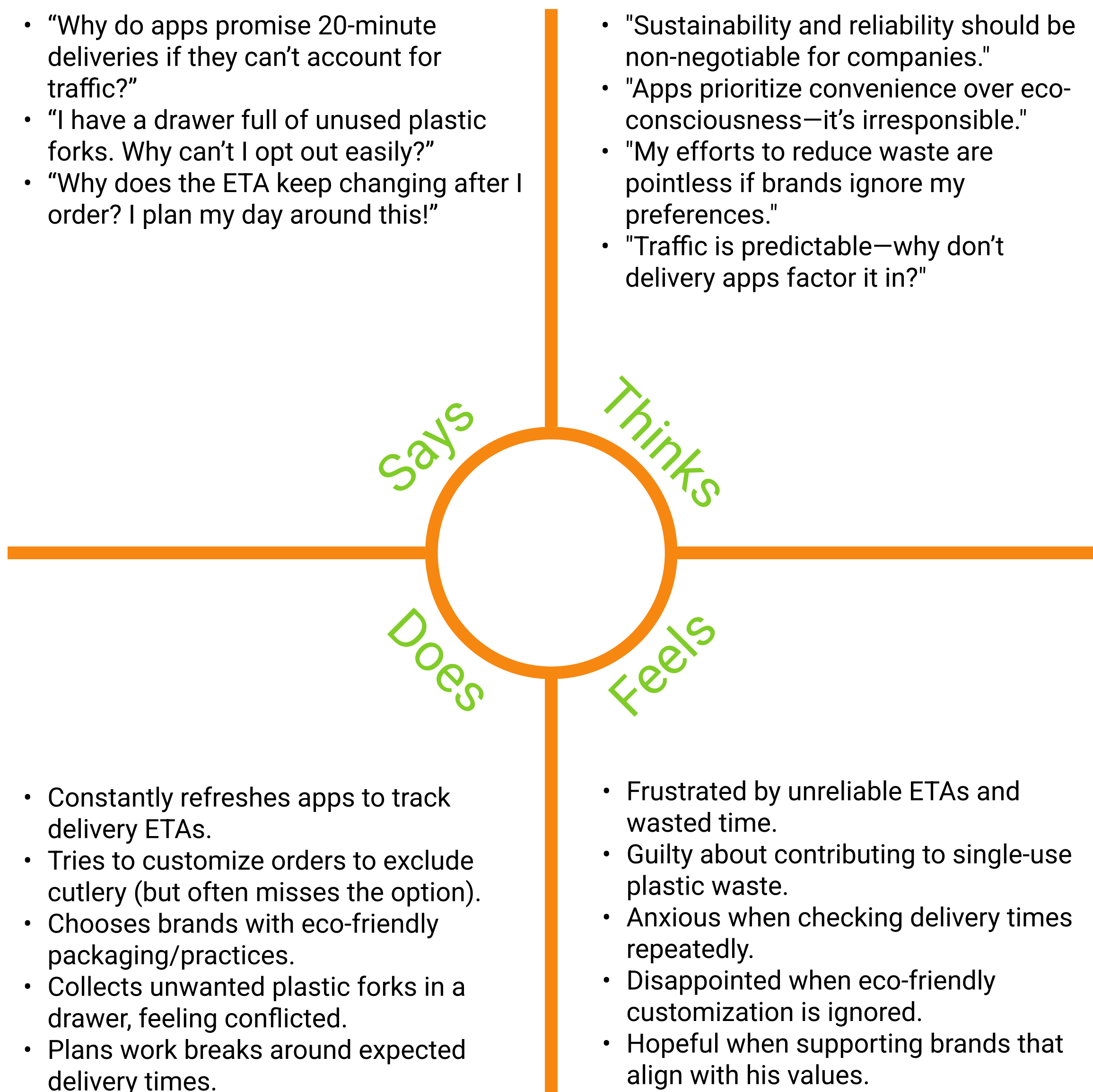


# Empathy Map for Customer



## Pain Points

- Unreliable ETAs: Delivery delays disrupt his tightly scheduled day.
- Wasted effort: Repeatedly selects "no cutlery," but it's ignored.
- Clutter & waste: Accumulates unwanted plastic utensils.
- Mismatched values: Apps prioritize speed over sustainability.
- Inefficient systems: No easy opt-out for cutlery; traffic isn't factored into ETAs.

## Needs/Opportunities

- Timely deliveries that sync with his work schedule.
- Zero-waste orders with no unwanted cutlery/condiments.
- Trustworthy apps that honor customization and eco-preferences.
- Eco-conscious brands that align with his values.
- Guilt-free convenience without compromising sustainability.