

Ideation Phase

Empathize & Discover

Date	01 NOVEMBER 2025
Team ID	NM2025TMID09002
Project Name	Supply Leftover Food to Poor
Maximum Marks	4 Marks

Empathize & Discover Phase

In the Empathize & Discover phase, the team observes how restaurants, event organizers, and households handle leftover food. They learn that many donors feel worried that unused food might get wasted due to a lack of proper collection and distribution systems. Volunteers and social workers express challenges such as difficulty coordinating pickups, transportation issues, and ensuring food safety.

By interacting with donors, recipients, and NGO volunteers, the team uncovers frustrations like food being wasted due to delays, lack of proper communication, and absence of real-time coordination. These issues lead to hunger among poor communities even when surplus food is available.

Gathering these insights helps the team understand the real emotional and logistical challenges faced by stakeholders. Understanding their needs highlights the importance of timely food pickup, hygiene checks, proper delivery channels, and transparent communication. These discoveries guide the creation of a smart, reliable, and socially impactful food distribution system.

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

Empathy Map Summary

The empathy map helped us understand the challenges faced in food donation and delivery. It captured what donors, volunteers, and beneficiaries think, feel, say, and do, along with their pains and needs. Through this mapping, we realized that people face issues like uncertainty in pickup times, hygiene concerns, and lack of proper tracking for donated food.

This understanding guided us to design a system that improves coordination, ensures safe food handling, and provides transparency for donors and volunteers. As a result, we planned a user-friendly platform that connects donors and recipients efficiently, ensuring leftover food reaches the needy on time and does not go to waste.

Final Insight

By deeply understanding users through empathy mapping, we identified key challenges in leftover food distribution, such as lack of real-time pickup support, proper tracking, and food quality checks. These insights revealed critical pain points like uncertainty, food spoilage fears, and lack of support systems.

As a result, we designed a smart food donation network with real-time volunteer coordination, pickup tracking, hygiene verification, and instant communication. This ensures that surplus food is safely delivered to poor communities, reducing wastage and supporting hunger relief in a reliable, organized, and compassionate way.