

IDEATION PHASE

EMPATHIZE & DISCOVER

Project Details :

Date:	1 November 2025
Team ID:	NM2025TMID01438
Project Name:	To Supply Leftover Food to Poor
Maximum Marks:	4 Marks

Empathy Map Canvas :

In the *Empathize & Discover* phase, the team engages closely with various stakeholders — including restaurant owners, event organizers, volunteers, NGOs, and families in need — to deeply understand the emotional and practical challenges behind food wastage and redistribution. Through field visits, direct interviews, and careful observation, the team uncovers how each group experiences the issue differently.

Restaurant owners often express a strong sense of guilt and helplessness when they are forced to discard perfectly edible food due to lack of awareness or proper channels for redistribution. Many admit that, despite their willingness to help, they are unsure about how to donate surplus food safely and efficiently. Event organizers face similar struggles, as food wastage after large gatherings or functions often goes unnoticed due to limited coordination and time constraints.

On the other hand, volunteers and NGOs share their frustration over the absence of real-time information about available food donations. They frequently miss opportunities to collect surplus food on time, leading to spoilage and waste. Meanwhile, poor and underprivileged families live with the constant uncertainty of not knowing where their next meal will come from, even though sufficient surplus food is available just a few kilometers away.

From these interactions, the team identifies major issues such as poor coordination among stakeholders, delays in communication, lack of a centralized digital platform, and concerns regarding food safety during transportation. These insights emphasize the need for a smart and reliable system that ensures transparency, trust, and timely distribution of surplus food.

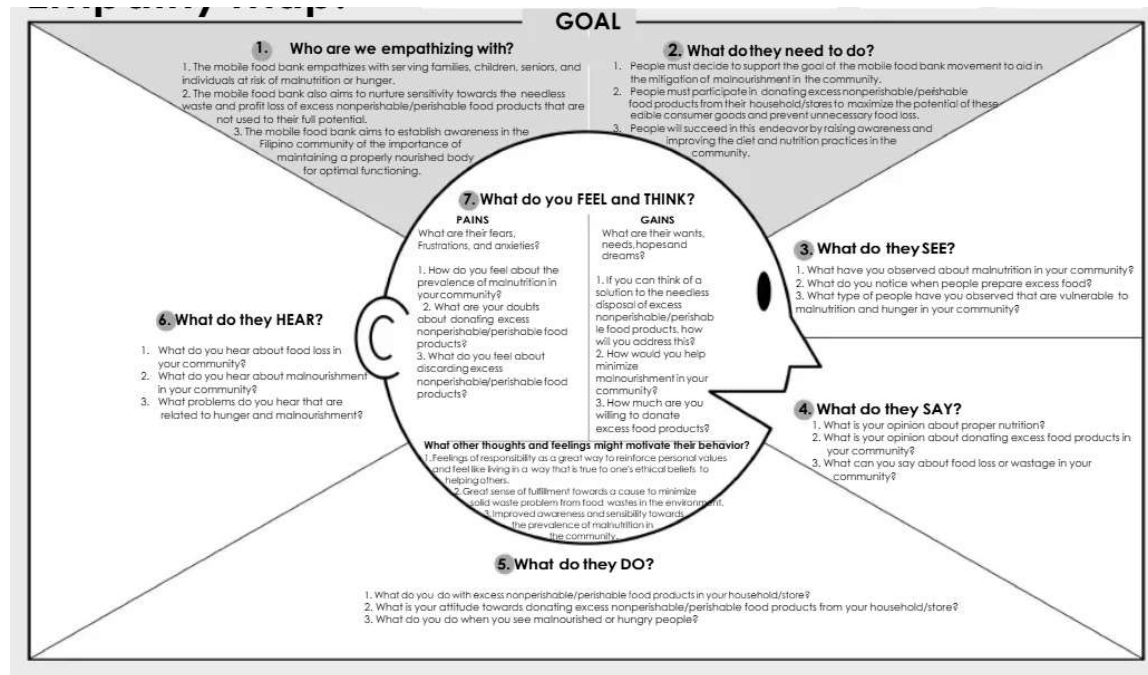
To deepen their understanding, the team creates an **empathy map** to visualize how each stakeholder *thinks, feels, says, and does* in relation to food wastage and redistribution. This mapping reveals their emotions, motivations, pain points, and expectations — helping the team view the problem from a human-centered perspective.

This empathetic exploration inspires the vision for a **Food Redistribution Platform** — an intelligent, sustainable, and compassionate digital solution designed to connect donors, volunteers, and beneficiaries seamlessly. By addressing real-world challenges and emotional needs, the team aims to create a platform that not only minimizes food waste but also restores dignity and hope to communities in need.

Example:

The empathy map helped us visualize how each stakeholder thinks, feels, and acts regarding food wastage. It revealed their pain points, motivations, and goals, guiding us to design an efficient and trustworthy platform that reduces food waste and feeds the poor.

Example: Food Redistribution Platform



By deeply understanding users through empathy mapping, we identified critical challenges and frustrations such as:

- **Lack of real-time communication** between donors and volunteers
- **Unclear logistics** for food pickup and delivery
- **Concerns about food freshness and hygiene**
- **No reliable tracking system** to monitor donations

As a result, the team aims to design a **smart donation management system** with **real-time alerts, food tracking, pickup scheduling, and quality assurance checks**. This solution will **minimize food wastage, enhance community welfare, and ensure that leftover food reaches poor people safely and on time** — creating a meaningful social impact through technology.