

Ideation Phase

Empathize & Discover

Date	03 November 2025
Team ID	NM2025TMID01374
Project Name	To Supply Leftover Food to Poor
Maximum Marks	4 Marks

Empathy Map Canvas:

Empathy is the foundation of our project. It involves understanding the feelings, experiences, and challenges of the people who deal with food waste in their daily lives. Through observation, informal interviews, and secondary research, we explored how individuals and institutions manage leftover food and what problems they face.

We found that **restaurant managers, households, and municipal workers** experience frustration and guilt when large amounts of food are wasted. Many people are **aware of the environmental impact**, but they **lack convenient and affordable methods** to dispose of food waste responsibly. Restaurant owners struggle with **increasing waste disposal costs**, households are unsure how to **segregate and reuse food waste**, and waste workers face **health and hygiene risks** from handling decomposing waste.

What They Hear:

- From other restaurant owners: "Waste disposal costs are increasing."
- From customers: "It's sad to see so much food thrown away."
- From authorities: "Segregate your waste properly!"

What They See

- Piles of leftover food after every meal period.
- Overflowing waste bins and bad odors near the kitchen.
- Workers struggling to manage food waste efficiently.
- Occasional government notices about waste management.

What They Say & Do

- "We should reduce waste, but we're too busy."
- "We just throw leftovers away — what else can we do?"
- Complain about disposal costs.
- Rarely consider waste-to-energy as a solution due to lack of awareness.

What They Think & Feel

- **Feelings:** Guilty, frustrated, and overwhelmed by waste.
- **Thoughts:** “I wish there was an easier, cost-saving, eco-friendly way to handle this.”
- Concerned about hygiene, reputation, and compliance with waste rules.

Pains

- High cost of waste removal.
- Unpleasant smells and hygiene issues.
- Lack of awareness about biogas systems.
- Limited space for waste processing.

Example – Empathy Description

During the empathy stage, we tried to understand the real problems faced by people who deal with food waste every day. We interacted with restaurant staff, household members, and municipal workers to learn about their experiences, feelings, and challenges related to leftover food.

We discovered that most restaurant owners and canteen managers feel **frustrated** seeing large quantities of food thrown away daily. They said that **waste disposal is expensive** and often causes **bad smells and hygiene issues**. Many households also **feel guilty** about wasting food but **do not know** how to use it productively. Municipal workers mentioned that **collecting and dumping food waste** is difficult and sometimes **unhygienic**.

