

Ideation Phase
Empathize & Discover

Date	26 June 2025
Team ID	LTVIP2025TMID53236
Project Name	shopsmart: your digital grocery store experience
Maximum Marks	4 Marks

Empathy Map Canvas:

An empathy map is a simple, easy-to-digest visual that captures knowledge about a user's behaviours and attitudes.

It is a useful tool to help teams better understand their users.

Creating an effective solution requires understanding the true problem and the person who is experiencing it. The exercise of creating the map helps participants consider things from the user's perspective along with his or her goals and challenges.

Example:

Greencart Users – Urban households ordering groceries online

- THINK & FEEL: "Will the items be fresh and delivered on time?"
- HEAR: Friends recommend online grocery platforms.
- SEE: Competitor ads and discount offers.
- SAY & DO: "I want to save time shopping." Use the mobile app for convenience.
- PAINS: Delays in delivery, out-of-stock items.
- GAINS: Quick delivery, discounts, and easy returns.

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