Empathy Mapping

<table>
<tr><td colspan="2">**SAYS**</td><td colspan="2">**THINKS**</td></tr>
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<td>
difficult to select cake

No informative descriptions

filtering on meal preference is easier

Need to have some vegan options.

No readily available party decoration options on DoorDash

Difficult to find a venue

Difficult to use so many different applications.

Not sure how much food will be required.
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The user is aware of the city specific store

user prefers quality over cost-effectiveness

Always considers meal preferences

Hiring decoration team

User is aware of speciality food options

User prefers to select from 'popular idea' recommendations

Stuck between delivery and pick up.
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<tr><td colspan="2">**DOES**</td><td colspan="2">**FEELS**</td></tr>
<tr>
<td>
Selected/Created the menu for the party

Made a list of invitees.

Ask for beverage preferences

Selected the venue for the party

Used WhatsApp messaging app to send out the invites.

Ordered Decorations

Asked users to give meal preferences.

chose an all-in-one delivery application
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excited that they were organising the party

Difficult to type/create the invite

Too much work: Many steps to follow and execute.

Confused about decoration

Wonders about time of delivery of items.

limited theme-based decoration options

selection of the quality of the product and its cost would be more helpful

Frustrated: Too many apps
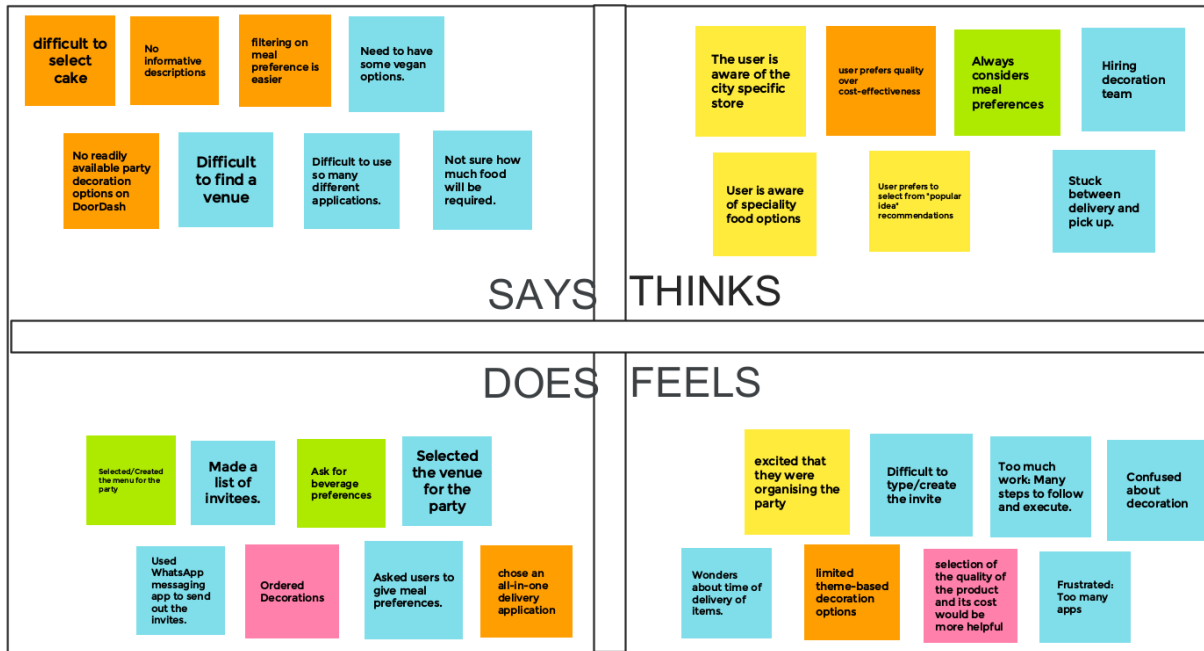</td>
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Link:
https://jamboard.google.com/d/1xt61wCA3pnh36cPyBZwu58pRY3SFywEZ9nsJ__nYL3A/edit?usp=share_link

Insights

RQ1 - What problems do users face across various steps when users plan a social gathering?

1. Users have difficulties getting everyone's meal preferences and ordering from different restaurants accordingly.
2. The user found it difficult to create the invite as it was not clear what to write in that and what information to share with the invitees.
3. Users face problems in either choosing from too many options (food) or having too few options(decorations).

4. Users have to perform additional tasks of navigating between different applications while keeping track of information.
5. The user found it difficult to reserve the desired venue on the day of the party.
6. Users don't have an efficient way to keep track of RSVPs which makes it difficult to plan accordingly.
7. Users face difficulties in the timely delivery of food items. (Estimates may be different than the actual time of the delivery).
8. Users find it difficult to select food items when there are minimal/no descriptions of the ingredients.

Next Steps

After completing both the activities (observation and interview) and creating an empathy map out of it to identify the insights that we gained about the research question, we feel that there are a few gray areas where we need to conduct more research to find out if the user difficulties are consistent with multiple users. We also need to find out whether the preferences such as specific choice of application and choice of online shopping vs in-person shopping while planning a party are specific to a particular user base and are consistent in that user community. We have decided to start with the research on the following problems faced by the users -

1. Users have to perform additional tasks of navigating between different applications while keeping track of information.
2. Users have difficulties getting everyone's meal preferences and ordering from different restaurants accordingly.
3. Users face problems in either choosing from too many options (food) or having too few options(decorations).