Ideation Phase

Empathize & Discover

Date	12 April 2025
Team ID	SWTID1742751842
Project Name	ShopEZ: One-Stop Shop for Online Purchases
Maximum Marks	4 Marks

Empathy Map Canvas:

The empathy map illustrates the thoughts, emotions, and behaviors of ShopEZ's target users—**young adults, working professionals, and parents** seeking reliable and affordable products. While users desire **quick delivery, verified reviews, product comparison, and secure payments**, they are hindered by issues like **confusing navigation**, **unclear return policies**, and **limited trust in product authenticity**.

This visualization helps identify what users **see, say, do, think, and feel**, revealing their expectations (like fast service and discounts) versus their frustrations (like checkout hassles and lack of transparency). It serves as a guide to create a more intuitive, trustworthy, and satisfying e-commerce experience.

Empathy map canvas

Use this framework to empathize with a customer, user, or any person who is affected by a team's work. Document and discuss your observations and note your assumptions to gain more empathy for the people you serve.

Originally created by Dave Gray at
XPLANE

Share template feedback

Develop shared understanding and empathy

Summarize the data you have gathered related to the people that are impacted by your work. It will help you generate ideas, prioritize features, or discuss decisions.

WHO are we empathizing with?
Who is the person we want to understand?
What is the situation they are in?
What is their role in the situation?

GOAL

What do they need to DO?
What do they need to do differently?
What job(s) do they want or need to get done?
What decision(s) do they need to make?
How will we know they were successful?

Parents looking for affordable, reliable essentials

Young adults shopping online for convenience

Professionals seeking specific tech/gadgets quickly

Leave reviews for others

Engage with filters/ search properly

Complete checkout smoothly

Ads for offers, influencers unboxing items

Trust the platform and return

What do they HEAR?
What are they hearing others say?
What are they hearing from friends?
What are they hearing from colleagues?
What are they hearing second-hand?

What do they THINK and FEEL?

PAINS
What are their fears, frustrations, and anxieties?

GAINS
What are their wants, needs, hopes, and dreams?

Reviews and ratings everywhere

Comparison websites

"Try this new site- it's fast."

Confusing navigation

Poor product info

Discounts or offers

Fast, reliable delivery

"Online shopping scams are common."

Limited return options

Unexpected delivery charges

Verified reviews

Easy product comparison

What do they SEE?
What do they see in the marketplace?
What do they see in their immediate environment?
What do they see others saying and doing?
What are they watching and reading?

"Delivery was quick, customer service is good."

What other thoughts and feelings might influence their behavior?

"I don't want to waste time searching."

"I need to stick

"Will this product be worth the price?"

"I hope this site is safe for payments."

What do they SAY?
What have we heard them say?
What can we imagine them saying?

"This product looks nice, but is it genuine?"

"Too many steps in chckout is annoying."

Read only top reviews

"I'll order if delivery is fast."

What do they DO?
What do they do today?
What behavior have we observed?
What can we imagine them doing?

Abandon cart if checkout is long

Compare prices across platforms

Use filters to narrow down searches