**Ideation Phase**

**Empathize & Discover**

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| 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.

