**Ideation Phase**

**Empathize & Discover**

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| Date | 30 June 2025 |
| Team ID | LTVIP2025TMID49946 |
| Project Name | Shop EZ: one-stop shop for online purchases |
| Maximum Marks | 4 Marks |

**Empathy Map Canvas:**

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

**Empathy Map Canvas**

**Target User: Online Shopper (Busy professional or everyday consumer)**

| **Section** | **Details** |
| --- | --- |
| **SAYS** | **- “I wish I didn’t have to switch between apps to track my orders.” - “Why can’t I compare prices from different platforms in one place?” - “It’s hard to find which site has the best deal.”** |
| **THINKS** | **- “There has to be a simpler way to shop online.” - “What if I miss a deal or delivery?” - “This is taking too much time out of my day.”** |
| **DOES** | **- Visits multiple websites/apps to search for the same product - Manually tracks shipping statuses - Creates separate wishlists on different platforms** |
| **FEELS** | **- Frustrated by the lack of integration - Overwhelmed with too many choices - Worried about missing out on offers or deliveries** |

**Example: Food Ordering & Delivery Application**

Diagram

Description automatically generated