

Ideation Phase

Empathize & Discover

Date	19 February 2026
Team ID	LTVIP2026TMIDS45121
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.

Shopsmart: your digital grocery store experience

