

Ideation Phase

Empathize&Discover

Date	04 Nov 2025
Team ID	NM2025TMID02156
Project Name	To supply leftover food to poor
Marks	4Marks

Empathy Map: Supplying Leftover Food to the Poor

Central Node:

Leftover Food Distribution to Poor

1. Beneficiaries (Poor / Hungry People)

- **Says:**
 - “I don’t know where to get food today.”
 - “Sometimes food comes late or spoiled.”
- **Thinks:**
 - “Will I get enough to eat today?”
 - “I wish food could be delivered consistently.”
- **Does:**
 - Waits at feeding spots
 - Accepts whatever food is available

- Sometimes skips meals
- **Feels:**
 - Hungry, anxious, uncertain
 - Grateful when food is available
- **Pain Points:**
 - Inconsistent supply
 - Food safety concerns
- **Needs / Gains:**
 - Timely access to safe meals
 - Respectful treatment

2. Donors (Restaurants, Events, Households)

- **Says:**
 - “I don’t know how to donate food safely.”
 - “Who will pick up leftover food?”
- **Thinks:**
 - “I want to reduce waste but avoid liability.”
 - “It takes too much effort to organize donations.”
- **Does:**
 - Throws away leftover food
 - Occasionally contacts NGOs
- **Feels:**
 - Guilty about waste
 - Motivated to help if easy and safe
- **Pain Points:**
 - Fear of liability
 - Lack of clear donation system
- **Needs / Gains:**
 - Simple, safe donation system
 - Assurance that food reaches needy people

3. Volunteers / NGOs

- **Says:**
 - “We miss donations because there’s no coordination.”
 - “Food sometimes spoils before reaching people.”
- **Thinks:**
 - “We need better tools to match donors and beneficiaries.”
 - “Timely communication is key.”
- **Does:**
 - Collects and distributes food
 - Coordinates with other volunteers
- **Feels:**
 - Frustrated by inefficiencies
 - Rewarded when food reaches beneficiaries
- **Pain Points:**
 - Lack of scheduling & tracking
 - Food safety risks
- **Needs / Gains:**
 - Centralized communication system
 - Safe & efficient transport
 - Consistent donor partnerships

