Ideation Phase Empathize & Discover

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| Date | 15 July 2025 |
| Team ID | PNT2025TMID09488 |
| Project Name | Groceries Site Using MERN Stack |
| Maximum Marks | 4 Marks |

Empathy Map Canvas:

This empathy map captures the experience of a typical user navigating a MEAN stack-based grocery website. The user sees a clean UI, product categories, and discount banners, and interacts with features like login forms, reviews, and a shopping cart. They express a need for quick deliveries, easy reordering, and product availability. Their actions include searching, comparing, reading reviews, and completing purchases online. They hear feedback from peers and delivery updates. Emotionally, they seek convenience, reliability, and speed while feeling frustrated by delays or poor UI. Their key pains are broken UI, stock issues, and poor support, while their gains include personalized offers, smooth reordering, and secure payments.

Empathy Map Template: (Please scroll down to 2nd page)

