

Ideation Phase

Empathize & Discover

Date	02 November 2025
Team ID	NM2025TMID02077
Project Name	To Supply Leftover Food to Poor
Maximum Marks	4 Marks

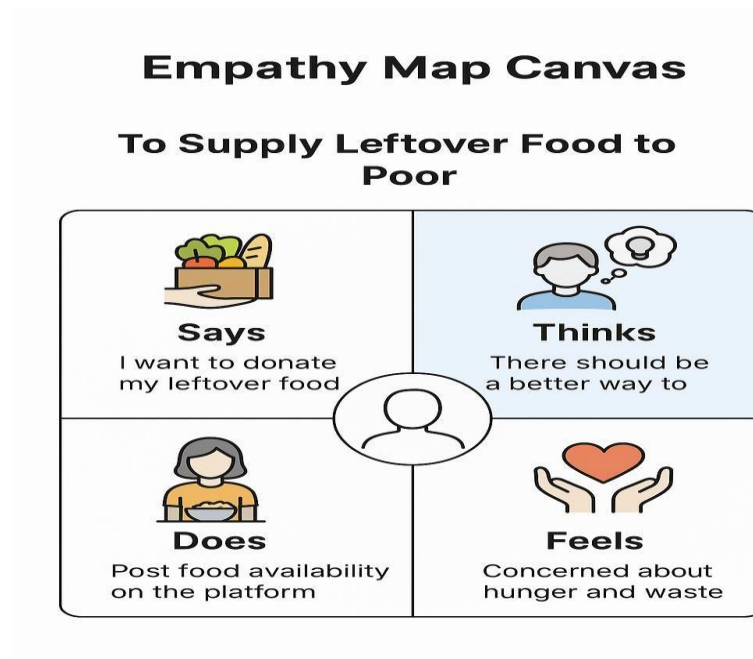
Empathy Map Canvas:

In the Empathize and Discover phase, the team studied how restaurants, hotels, and event organizers manage leftover food and how NGOs and volunteers handle food collection and distribution. They learned that many organizations face challenges in coordinating timely pickups, ensuring food quality, and maintaining transparency in the distribution process.

By interacting with donors, volunteers, and beneficiaries, the team identified that a lack of a centralized system leads to confusion, delays, and wastage. Donors often do not know how to share surplus food effectively, while NGOs struggle to track available food sources.

Through these insights, the team understood the importance of creating a platform to connect donors and receivers seamlessly. This understanding will help design a system that ensures efficient, transparent, and real-time food donation management.

Example:



The empathy map helped us understand the real difficulties faced by food donors and NGOs. It revealed pain points such as lack of coordination, limited awareness, absence of tracking tools, and delays in food pickup. These findings guided us to design a solution that automates notifications, tracks donations, and maintains complete transparency in the process.

Example: Food Donation & Delivery Application



By deeply understanding the users through empathy mapping, we identified the critical problems and barriers involved in sharing leftover food, such as miscommunication and spoilage. These insights revealed that stakeholders desire an easier, more transparent way to donate excess food. As a result, we designed a simple yet robust solution that includes automated alerts, tracking systems, and live dashboards. This enables donors and NGOs to seamlessly coordinate food pickups, reduce wastage, and serve poor communities more efficiently.