

Ideation Phase

Empathize & Discover

Date	19 February 2026
Team ID	LTVIP2026TMIDS81333
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.

It is a useful tool to helps teams better understand their users.

Creating an effective solution requires understanding the true problem and the person who is experiencing it. The exercise of creating the map helps participants consider things from the user's perspective along with his or her goals and challenges.

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



Empathy Map for ShopSmart Grocery

Understanding the needs, thoughts, feelings, and behaviors of ShopSmart Grocecustomers
to create a better shopping experience. 📈💻❤️

