

Ideation Phase

Empathize & Discover

Date: 20 JULY 2025

Team ID: LTVIP2025TMID48243

Project Name: Shopmart

Maximum Marks: 4 Marks

Empathy Map

User Persona:

A backend developer, small business owner, or computer science student trying to build or manage an e-commerce platform.

Section | Insights

Says

- “Setting up secure login and product APIs is tedious.”
- “I don’t want to keep writing boilerplate for every new backend project.”
- “Why can’t I find a clean backend I can reuse or learn from?”

Thinks

- “Will my backend scale properly if orders increase?”
- “What if there's a security flaw in my code?”
- “Others deploy faster than me—what am I doing wrong?”

Does

- Googles for CRUD API tutorials and copies pieces into one project.
- Struggles to connect database models with authentication.
- Skips validation or tests due to time pressure.

Feels

- Overwhelmed with backend configuration and routing.
- Anxious about missing out on best practices.
- Insecure about deploying code that may not be production-ready.

Summary Insight

The target user often lacks a robust and reusable backend system for handling authentication, product management, and orders. They face frustration with repetitive setups, security concerns, and integration gaps. A modular, scalable e-commerce backend like Shopmart would provide relief by offering production-ready APIs, user role controls, and feedback mechanisms—saving time and boosting confidence.