IDEATION PHASE

Empathy Map Canvas

Date   :4 Nov 2025

Team ID   : NM2025TMID03861

 Project Name   : To Supply Leftover Food to Poor

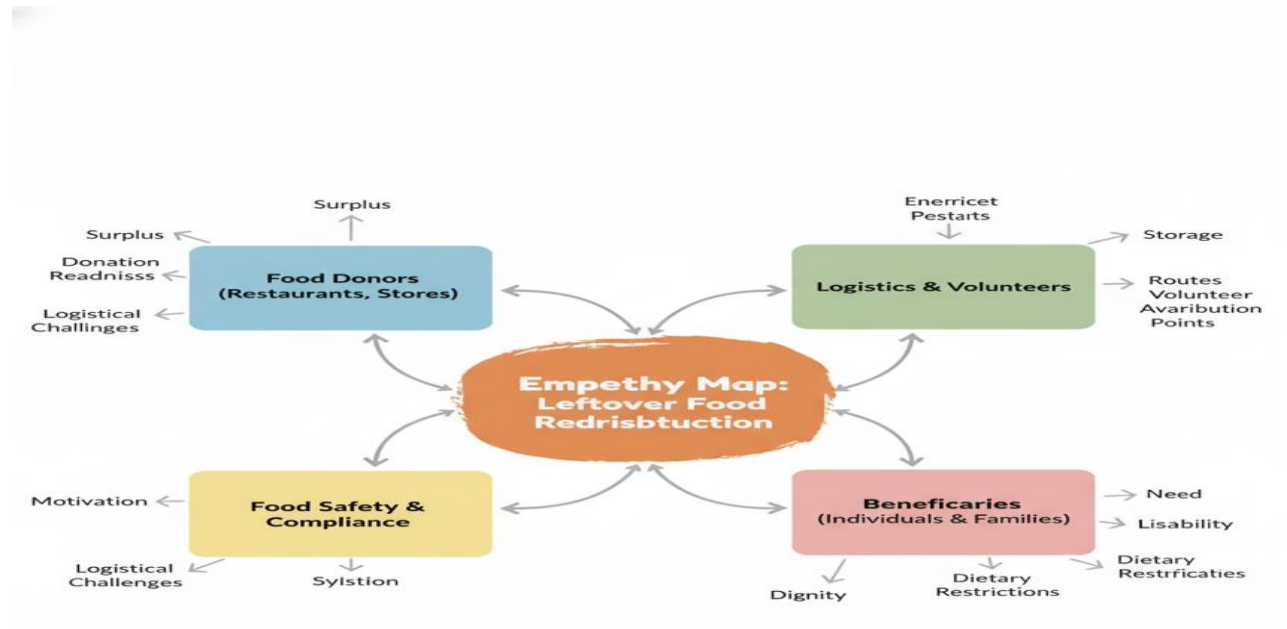 Maximum Marks   : 4 Marks

Empathy Map Canvas:

This initiative addresses the dual challenges of food waste and food insecurity by creating a system for redistributing surplus food from various sources to those in need. The core objective is to minimize the amount of perfectly edible food that ends up in landfills, while simultaneously providing nutritious meals to individuals and families experiencing hunger. By connecting food donors, logistics networks, and beneficiaries, the project aims to establish an efficient, safe, and compassionate channel that transforms potential waste into vital sustenance, thereby fostering community well-being and promoting sustainable practices.

Through the "Empathize & Discover" phase, utilizing tools like an Empathy Map, we gain deep insights into the varied experiences of all stakeholders. Food donors, such as restaurants and grocery stores, often feel guilty about waste but face logistical hurdles and liability concerns in donating. Beneficiaries, while grateful, may experience embarrassment or face challenges in accessing distribution points. Volunteers and logistical teams, despite their dedication, encounter operational complexities like

transportation, storage, and scheduling. Understanding these diverse perspectives—their thoughts, feelings, pains, and desired gains—is crucial for designing a robust system that effectively tackles food safety, logistical efficiency, accessibility for the poor, and fosters trust and dignity throughout the entire food redistribution process.

Example:

Central Theme: Empathy Map (for Leftover Food Redistribution)

Key Stakeholders/Entities (like "User", "Incident", "Deletion", "System" in your original):

Food Donors: Restaurants, caterers, grocery stores with surplus food.

Logistics & Volunteers: Collection, transport, storage, and distribution.

Beneficiaries: Individuals and families experiencing food insecurity.Need: Quantity and type of food required.

Accessibility: Location of distribution, transport.

Dignity: Respectful distribution process.

Dietary Restrictions: Specific needs.

From Food Safety & Compliance:

Regulations: Health codes, labeling.

Liability: Donor and distributor protection.

Quality Control: Inspection, expiration dates.Transparency: Tracking donations.

Example:

The developer's primary objective is to create a robust digital infrastructure that optimizes the collection, tracking, and distribution of surplus food. This can include building custom objects to manage food donations (type, quantity, expiration), donor relationships, volunteer scheduling and routing, and beneficiary registration and access. They might integrate Salesforce with external mapping services for pickup/delivery optimization, develop dashboards for real-time inventory and impact reporting, and implement robust security measures to protect sensitive data while ensuring

compliance with food safety regulations. By leveraging the power of Salesforce, these developers enable efficient operations, reduce food waste, and ultimately connect more nutritious food with those who need it most, ensuring the initiative runs smoothly and effectively.