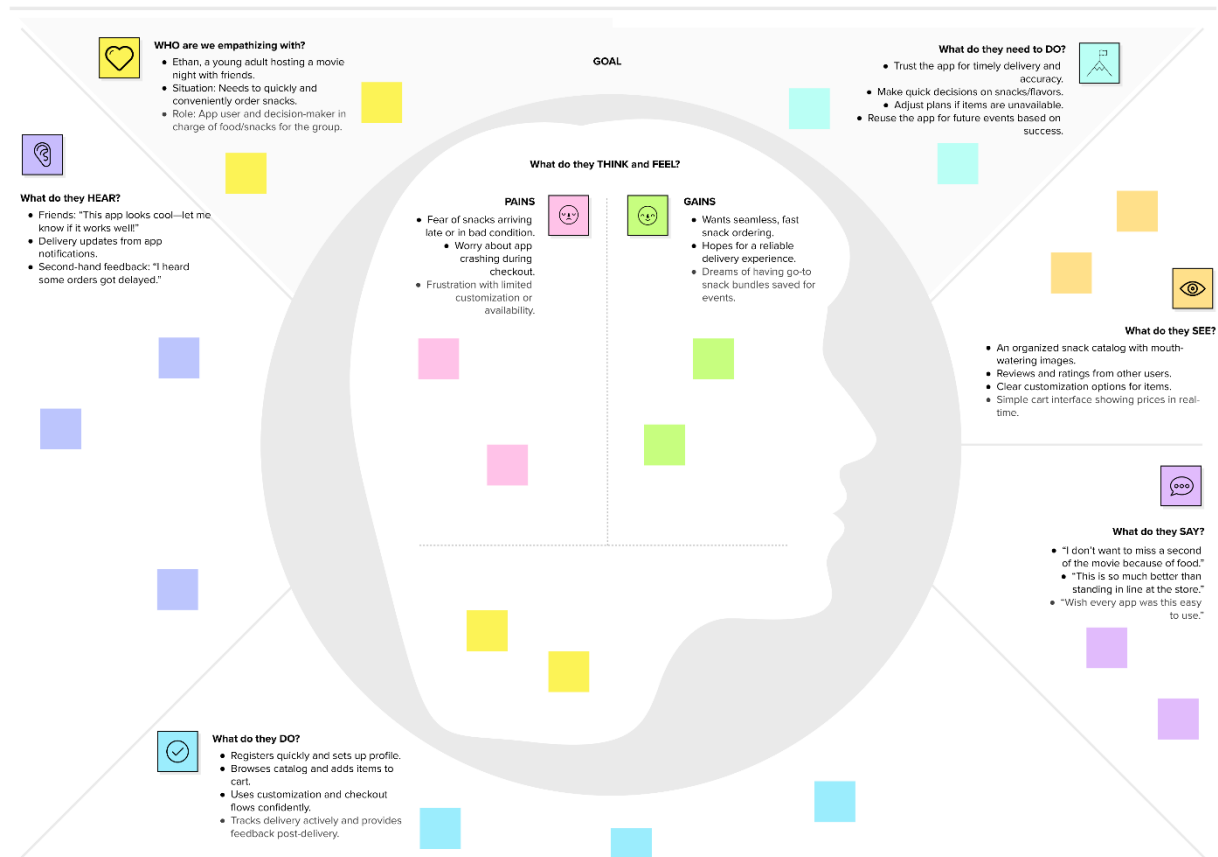# Ideation Phase
Empathize & Discover

Project Name	Snack Squad: A Customizable Snack Ordering and Delivery App
Maximum Marks	4 Marks

Empathy Map Canvas:

WHO are we empathizing with?
- Ethan, a young adult hosting a movie night with friends.
- Situation: Needs to quickly and conveniently order snacks.
- Role: App user and decision-maker in charge of food/snacks for the group.

GOAL

What do they need to DO?
- Trust the app for timely delivery and accuracy.
- Make quick decisions on snacks/flavors.
- Adjust plans if items are unavailable.
- Reuse the app for future events based on success.

What do they HEAR?
- Friends: "This app looks cool—let me know if it works well!"
- Delivery updates from app notifications.
- Second-hand feedback: "I heard some orders got delayed."

What do they THINK and FEEL?

PAINS
- Fear of snacks arriving late or in bad condition.
- Worry about app crashing during checkout.
- Frustration with limited customization or availability.

GAINS
- Wants seamless, fast snack ordering.
- Hopes for a reliable delivery experience.
- Dreams of having go-to snack bundles saved for events.

What do they SEE?
- An organized snack catalog with mouth-watering images.
- Reviews and ratings from other users.
- Clear customization options for items.
- Simple cart interface showing prices in real-time.

What do they SAY?
- "I don't want to miss a second of the movie because of food."
- "This is so much better than standing in line at the store."
- "Wish every app was this easy to use."

What do they DO?
- Registers quickly and sets up profile.
- Browses catalog and adds items to cart.
- Uses customization and checkout flows confidently.
- Tracks delivery actively and provides feedback post-delivery.

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