

# IDEATION PHASE – DOCUMENT 3:

## EMPATHY MAP CANVAS

Date	05 November 2025
Team ID	NM2025TMID07246
Project Name	To supply Leftover Food to Poor
Maximum Marks	4 Marks

**Title: Empathy Mapping for “*FoodConnect – To Supply Leftover Food to Poor*”**

---

### 1. Objective

The goal of this empathy mapping phase is to **understand the emotions, motivations, and challenges** of every stakeholder involved in the *FoodConnect* system — including donors, volunteers, NGOs, and recipients (beneficiaries).

By mapping what each user **Says, Thinks, Does, and Feels**, we can design a more **human-centered Salesforce application** that truly meets user needs rather than just providing a technical fix.

---

### 2. Stakeholders Identified

The empathy map focuses on **four key user personas** in the FoodConnect ecosystem:

Persona	Role	Goal	Pain Points
<b>Donor (Restaurant/Event Organizer)</b>	Provides surplus food	Reduce waste responsibly	No structured donation system
<b>Volunteer</b>	Collects and delivers food	Help the needy efficiently	Lack of coordination and unclear routes
<b>NGO Administrator</b>	Oversees donation operations	Ensure food reaches right people	Manual tracking and delays
<b>Recipient (Needy Person)</b>	Receives food	Access fresh food regularly	Irregular availability and quality issues

---

# Empathy Map Canvas

Empathy mapping was conducted for multiple personas in the proposed solution “**FoodConnect** – To Supply Leftover Food to Poor”.



Donor



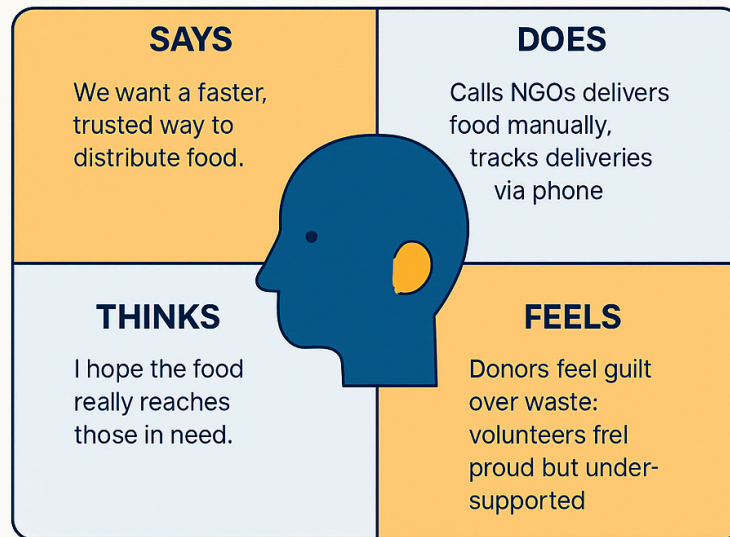
Volunteer



NGO



Recipient



## Empathy Map Analysis

1. Volunteers have a deep emotional connection to the cause.
2. Donors feel good about donating but also feel guilt over food wastage.
3. NGO administrators struggle with record-keeping and impact measurement.

### 3. Empathy Map Canvas Layout

Below is the empathy mapping framework applied to all four personas.

Quadrant	Description	Key Insights
SAYS	What users express verbally during interaction or interviews	“We want a faster, trusted way to distribute food.”

Quadrant	Description	Key Insights
<b>THINKS</b>	What users think internally but may not openly share	“I hope the food really reaches those in need.”
<b>DOES</b>	Actions or behaviors the users perform	Calls NGOs, delivers food manually, tracks deliveries via phone
<b>FEELS</b>	Emotional state, frustrations, and aspirations	Donors feel guilt over waste; Volunteers feel proud but under-supported

---

## 4. Empathy Map Analysis

By mapping these insights, several crucial observations were made:

### 1. Emotional Connection:

Volunteers and donors share a deep emotional connection to the cause but are often frustrated due to inefficient coordination.

### 2. Cognitive Dissonance:

Donors *think* they are doing good, but they *feel* dissatisfied when food does not reach the right people — this indicates a need for **transparency** and **tracking**.

### 3. Behavioral Pattern:

Volunteers are motivated but need **structured guidance** — like routes, timing, and clear delivery assignments.

### 4. NGO Pain Point:

Administrators struggle with record-keeping and impact measurement, which can easily be solved through **Salesforce Dashboards and Reports**.

---

## 5. Insights Derived

From the empathy mapping exercise, five actionable insights were derived:

1. **Automation reduces emotional fatigue.**

Users want systems that handle repetitive coordination tasks automatically.

2. **Trust is built through visibility.**

Both donors and recipients want transparent information about where food goes.

3. **Ease of use determines adoption.**

The simpler the app, the faster NGOs and volunteers will embrace it.

4. **Gamification motivates volunteers.**

Recognition through badges or ratings boosts volunteer participation.

5. **Data equals credibility.**

Dashboards showing “Meals Served” and “Deliveries Completed” enhance NGO trustworthiness.

---

## 6. Design Implications for FoodConnect

The empathy mapping results directly influenced design decisions in the Salesforce app:

Insight	Design Decision
Lack of coordination	Introduced <b>Task Assignment Object</b> with notifications
Need for transparency	Created <b>Dashboards</b> for tracking all operations
Emotional connection	Added <b>Feedback Field</b> for volunteers and NGOs
Simplicity requirement	Designed a <b>minimal Lightning App</b> with 5 core tabs
Recognition need	Added <b>Rating Field</b> and <b>Volunteer Leaderboard</b>

---

## 7. Empathy Map Canvas Summary

The empathy map revealed that the key to success lies not just in building automation, but in **designing with empathy**.

Salesforce tools such as **Flow Builder**, **Reports**, and **Experience Cloud** allow FoodConnect to:

- Capture human emotion in data-driven insights.

- Build trust through visible metrics.
- Deliver both social and emotional satisfaction.

In short, empathy mapping transformed FoodConnect from a **technical project** into a **socially impactful solution**.