**Ideation Phase**

**Empathize & Discover**

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| Date | 19 June 2025 |
| Team ID | LTVIP2025TMID53033 |
| Project Name | ShopSmart: Your Digital Grocery Store Experience |

**Empathy Map Canvas:**

User Person: Priya – Working Professional  
  
**Says:**  
• “I need groceries urgently but stores are closed.”  
• “I wish there was a reliable way to order at night.”  
  
**Thinks:**  
• “Can I get essentials without leaving home?”  
• “Is this service trustworthy and fast?”  
  
**Does:**  
• Browses grocery apps late at night.  
• Adds items to cart and looks for delivery options.  
  
**Feels:**  
• Frustrated due to closed stores.  
• Relieved when order is confirmed.  
• Satisfied upon next-day delivery.  
  
**Goals:**  
• Get groceries delivered conveniently.  
• Avoid physical store trips and save time.  
  
**Pain Points:**  
• Limited store hours.  
• No clear delivery tracking.  
• Complex or buggy apps.

