Ideation Phase

Empathize & Discover

Date: 30 October 2025

Team ID: NM2025TMID01177

Project Name: To supply leftover food and poor

Maximum Marks: 4 Marks

Empathy Map Canvas:

In the Empathize & Discover phase, the team explores how individuals and organizations can help reduce food waste while supporting the poor. Through observations and interviews, they learn that many restaurants and event organizers want to donate leftover food but lack an efficient, safe, and structured system to do so.

The team discovers that logistical challenges, lack of coordination, and safety concerns often lead to wasted food even when people are willing to share. Understanding these barriers provides crucial insight into what users feel, say, and need when trying to contribute to social good. By deeply empathizing with food donors, volunteers, and beneficiaries, the project aims to design a solution that is practical, reliable, and compassionate.

These findings will guide the creation of a smart and safe food redistribution system that connects donors with the needy through a transparent process — minimizing waste and maximizing impact.

Example:

Food Redistribution and Donation System By deeply understanding the users through empathy mapping, we identified key challenges such as lack of real-time collection support, poor communication between donors and NGOs, and the absence of food safety checks.

These insights guided us to design a user-friendly system that includes live food pickup requests, automated notifications to nearby volunteers, and safety verification of donated food.

This empathetic approach ensures that the solution not only reduces food wastage but also builds trust among participants and creates a meaningful social impact.