

Ideation Phase

Empathize & Discover

Date	03 NOV 2025
Team ID	NM2025TMID04420
Project Name	To Supply Leftover Food to Poor
Maximum Marks	4 Marks

Empathy Map Canvas:

In the Empathize & Discover phase, our team focused on understanding the challenges faced by poor and needy people in accessing food. We observed how large quantities of leftover food from restaurants, events, and homes often go to waste while many struggle for a single meal. By interviewing restaurant owners, caterers, and community members, we identified the main problems — lack of awareness, poor communication channels, and limited logistics for food redistribution.

By analyzing these insights, the team learned that establishing a digital platform that connects donors with NGOs and needy individuals can reduce food wastage and fight hunger effectively. The project aims to build a user-friendly mobile app that ensures hygienic food handling, quick pickup, and fair distribution.

Example: Food Donation and Distribution Application

Ideation Phase Empathize & Discover

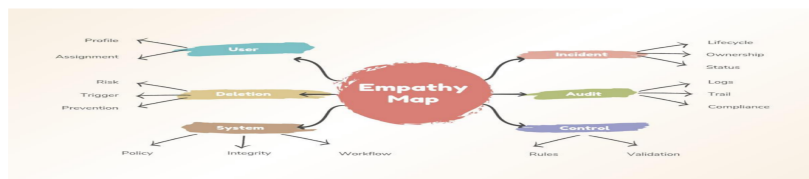
Date	27 JUNE 2025
Team ID	LTVIP2025TMID31059
Project Name	Prevent User Deletion if Assigned to an Incident
Maximum Marks	4 Marks

Empathy Map Canvas:

In the Empathize & Discover phase, the team observes how admins and managers handle user deletions in the system. They learn that many users feel frustrated when they can't delete accounts because of hidden incident assignments. By interviewing stakeholders, they uncover that this issue causes delays, confusion, and extra work to track down which incidents are still linked to the user.

Gathering these insights helps the team see the real impact on workflows and data integrity. Understanding the users' daily challenges makes it clear that better guidance, alerts, and automated checks are needed. These discoveries will shape solutions that are practical and user-friendly.

Example:



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

The empathy map helped us understand user challenges when deleting assigned users. It shows their pain, actions, and needs for better control and alerts. This guided us to design a safer system that prevents accidental deletion.



By deeply understanding the users through empathy mapping, we identified the critical risks and frustrations associated with the accidental deletion of users assigned to incidents. These insights revealed pain points such as lack of real-time alerts, unclear user-assignment visibility, and absence of system safeguards. As a result, we designed a more intelligent and secure system in ServiceNow that integrates validation checks, confirmation prompts, and real-time assignment tracking. This ensures that no user tied to an active incident can be deleted unintentionally, thereby improving accountability, boosting system reliability, and enhancing user confidence in incident management processes.

By using empathy mapping, we understood the pain points of both food donors and receivers. Donors often face confusion about where to give leftover food, while receivers struggle with accessibility and hygiene concerns. These insights guided us to design a reliable network where donors can post food availability, and volunteers or NGOs can collect and distribute it efficiently. The app ensures transparency, trust, and timely delivery, contributing to hunger reduction and sustainable community welfare.

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