

Ideation Phase

Empathize & Discover

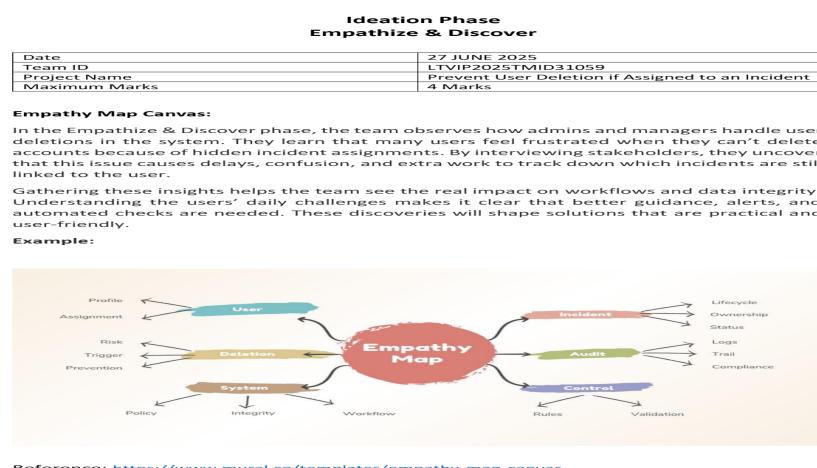
Date	03 NOV 2025
Team ID	NM2025TMID04420
Project Name	To Supply Leftover Food to Poor
Maximum Marks	4 Marks

Empathy Map Canvas:

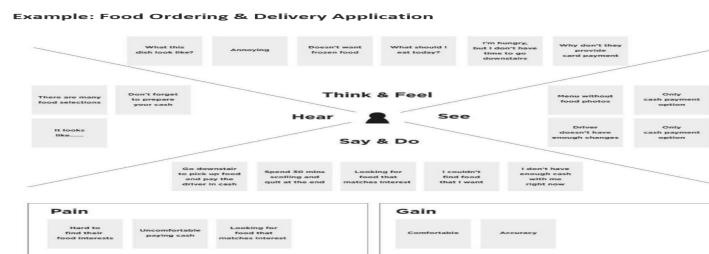
In the Empathize & Discover phase, our team focused on understanding the challenges faced by poor and needy people in accessing food. We observed how large quantities of leftover food from restaurants, events, and homes often go to waste while many struggle for a single meal. By interviewing restaurant 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



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 safe system. Our solution includes regular user activity monitoring, 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>