IDEATION PHASE – DOCUMENT 3:

EMPATHY MAP CANVAS

Date	05 November 2025
Team ID	NM2025TMID04890
Project Name	To supply Leftover Food to Poor
Maximum Marks	4 Marks

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

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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.

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2. Stakeholders Identified

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

Persona	Role	Goal	Pain Points
Donor (Restaurant/Event Organizer)	Provides surplus food	Reduce waste responsibly	No structured donation system

Persona	Role	Goal	Pain Points
Volunteer	Collects and delivers food	Help the needy efficiently	Lack of coordination and unclear routes
NGO Administrator	Oversees donation operations	Ensure food reaches right people	Manual tracking and delays
Recipient (Needy Person)	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**

SAYS

We want a faster, trusted way to distribute food.

DOES

Calls NGOs delivers food manually, tracks deliveries via phone

THINKS

I hope the food really reaches those in need.

FEELS

Donors feel guilt over waste: volunteers frel proud but under-supported

Empathy Map Analysis

1. Volunteers have a deep emotiional 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."
THINKS	What users think internally but may not openly share	"I hope the food really reaches those in need."
DOES	Actions or behaviors the users perform	Calls NGOs, delivers food manually, tracks deliveries via phone
FEELS	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.

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6. Design Implications for FoodConnect

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

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

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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**.