**Ideation Phase**

**Empathize & Discover**

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| Date | 29 JANU 2025 |
| Team ID | LTVIP2025TMID28821 |
| Project Name | TO SUPPLY LEFTOVER FOOD TO POOR |
| Maximum Marks | 4 Marks |

**Empathy Map Canvas:**

**1. Introduction to Empathy Mapping**

Empathy mapping is a powerful technique for visualizing what users say, think, do, and feel. In the context of the *“To Supply Leftover Food to the Poor”* initiative, it helps uncover the real emotions, motivations, and challenges faced by our key stakeholders. This understanding allows the platform to be more user-centered and increases the likelihood of successful adoption and impact.

We focused on two primary user personas:

* **Restaurant Manager** (Food Donor)
* **NGO Coordinator** (Food Distributor)

**2. User Persona 1: The Restaurant Manager (Donor)**

**SAYS**

* "I hate throwing away good food."
* "Is there a simple way to donate this without it becoming a huge hassle?"
* "It’d be great if someone could just pick it up reliably."

**THINKS**

* "Will I be held responsible if someone falls sick from donated food?"
* "This donation process must not disrupt our kitchen flow during peak hours."
* "If done right, this could improve our public image."

**DOES**

* Manages inventory and operations.
* Monitors food waste.
* Occasionally reaches out to local charities but lacks a structured method.

**FEELS**

* Frustrated by food waste.
* Hesitant due to uncertainty about legal and logistical risks.
* Proud and hopeful about contributing to the community.

**PAINS**

* Unclear liability in food donations.
* Time and staff constraints for organizing pickups.
* Lack of a standard system for managing donations.

**GAINS**

* Reduced disposal costs.
* Improved brand reputation as a socially responsible business.
* Personal fulfillment and possible tax incentives.

**3. User Persona 2: The NGO Coordinator (Food Recipient)**

**SAYS**

* "Sometimes we don’t even know where the next meal will come from."
* "We need more timely and structured donations."
* "Our volunteers get confused without proper pickup instructions."

**THINKS**

* "Will this food be edible and safe for our beneficiaries?"
* "How can we keep up with donation notifications and track everything?"
* "I wish we could serve more people if the supply was reliable."

**DOES**

* Manages daily operations and distribution schedules.
* Coordinates with shelters and community kitchens.
* Tracks donations manually, often using spreadsheets or paper logs.

**FEELS**

* Stressed due to the irregular supply chain.
* Overwhelmed by logistical burdens.
* Deeply committed to serving the needy with dignity.

**PAINS**

* Last-minute or inconsistent donation notifications.
* High volunteer churn due to poor planning tools.
* Difficulty in tracking and reporting food distribution impact.

**GAINS**

* Steady flow of surplus food enhances reach and consistency.
* Easier volunteer scheduling and logistics via an app interface.
* Data dashboards simplify funding reports and impact visualization.

**4. Comparative Insights and Design Implications**

Understanding these emotional and functional dimensions allows us to design features that **directly address key user frustrations**. For instance:

* Donors need **simplicity and security** — the interface must be fast, mobile-friendly, and legally reassuring.
* NGOs need **predictability and control** — donation alerts, acceptance workflows, and pickup tracking should be automated and accessible.

Empathy mapping reveals that while their roles differ, **both groups crave a solution that’s efficient, transparent, and reliable**.

**5. Application in Platform Development**

The empathy map directly shaped many core decisions in the NourishBridge platform:

* Development of a **"Post Donation"** flow that takes under a minute to complete.
* Integration of **SMS/email alerts** to ensure real-time communication.
* Volunteer coordination views embedded in the NGO dashboard.
* **End-to-end status tracking** for both donors and NGOs.
* Security and **role-based access control** to build trust and protect data.

By walking in the shoes of our users, we’ve created a system that **not only works—but works for them**.

**6. Conclusion**

The Empathy Map Canvas provided deep behavioral insight into the emotional and operational landscape of donors and NGOs. It anchored the platform’s design in genuine human need—enabling a user experience that is not only functional but **empathetic, inclusive, and transformational**.

This exercise proved that effective solutions stem not from assumptions, but from **understanding people**—their worries, routines, and dreams. In bridging leftover food with empty plates, we must first bridge the **empathy gap**—and NourishBridge is built to do just that.