

# Empathy Map Canvas

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Date	26 June 2025
Team ID	LTVIP2025TMID53479
Project Name	OrderOntheGo: your on-demand food ordering solution
Maximum Marks	4 Marks

## Empathy Map Canvas:

An empathy map is a simple, easy-to-digest visual that captures knowledge about a user's behaviours and attitudes.

It is a useful tool to help teams better understand their users. Creating an effective solution requires understanding the true problem and the person who is experiencing it. The exercise of creating the map helps participants consider things from the user's perspective along with his or her goals and challenges.

## User Persona: A busy college student living alone

<b>**Says**</b>	<ul style="list-style-type: none"><li>- "I want something quick and reliable."</li><li>- "I hate switching between multiple apps."</li><li>- "Why isn't my favorite local restaurant available online?"</li></ul>
<b>**Thinks**</b>	<ul style="list-style-type: none"><li>- "What if the food arrives late or cold?"</li><li>- "Is this platform secure?"</li><li>- "Will it cost more than eating out?"</li></ul>
<b>**Does**</b>	<ul style="list-style-type: none"><li>- Spends a lot of time comparing menus</li><li>- Uses online apps but gets frustrated with delays</li><li>- Prefers familiar or previously ordered food</li></ul>
<b>**Feels**</b>	<ul style="list-style-type: none"><li>- Anxious when orders are delayed</li><li>- Relieved when the process is smooth</li><li>- Annoyed by poor tracking or unclear delivery times</li></ul>