Ideation Phase

Empathy Map Canvas

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Team ID	NM2025TMID05217
Project Name	To Supply Leftover Food to Poor

1. Introduction

An Empathy Map helps understand the users of the **To Supply Leftover Food to Poor**, their behaviours, pain points, and goals. By visualizing these insights, we can design features that address real community needs effectively.

Purpose:

Identify what users say, think, do, and feel.
Understand challenges, motivations, and barriers.
Align system design with user expectations and social impact.

Users of TSLFP:

Venue Managers
Volunteers
NGO Coordinators
Administrators

2. Detailed User Personas

Persona 1: Venue Manager – Priya

Role: Records leftover food details, manages pickup schedules, and coordinates with volunteers.

Goals: Ensure leftover food reaches needy people on time, reduce wastage, and maintain donor reputation.

Frustrations: Difficulty in contacting volunteers, lack of automated alerts, and uncertainty about delivery confirmation

Daily Tasks:
Contacts volunteers, updates donation details, and tracks food collection status in the system.

Persona 2: Volunteer – Arjun

Role: Collects leftover food from venues and delivers it to assigned drop-off points.
Goals: Ensure timely collection and delivery, maintain food safety, and maximize outreach.
Frustrations: Sudden schedule changes, unclear pickup details, and delays in communication with venues.
Daily Tasks:
Receives collection alerts, confirms pickup and delivery, updates completion status, and reports issues to the NGO coordinator.

3. Empathy Map Table

Category	Venue Manager	Volunteer	NGO Coordinator	Administrator
Says	"We need a quick way to notify volunteers when food is available."	"I need clear directions for collection and delivery."	"We must ensure the food reaches the right people on time."	"Reports should show total donations and distributions easily."
Thinks	"Manual coordination causes delays."	"I need real-time updates on where to collect food."	"Tracking every delivery manually is inefficient."	"It's difficult to consolidate records from multiple venues."
Does	Records leftover food details and contacts volunteers manually.	Collects food from venues and delivers it to drop-off points.	Verifies deliveries, manages volunteer schedules, and confirms drop-off points.	Generates reports, monitors data, and tracks performance.
Feels	Frustrated when volunteers don't respond quickly.	Stressed when there's confusion in pickup locations or timing.	Worried about food safety and delivery accuracy.	Overwhelmed managing data without automation.

4. Observations and Insights

Users Need Automation: Manual coordination between venues and volunteers is time-consuming and inefficient.

Real-Time Updates are Essential: Information on available food, volunteer status and delivery confirmation must be updated instantly.

Alerts and Notifications Improve Response Time: Automated alerts help ensure food is collected and delivered before it spoils.

Reporting Must Be Clear and Accessible: Admins and NGOs require quick, automated reports to measure impact and manage operations

Example Insights:

1. Venue Managers spend 2–3 hours daily contacting volunteers manually after events.
2. Volunteers sometimes miss pickup schedules due to lack of real-time notifications.
3. NGO Coordinators rely on phone calls or messages, causing delays in food collection and delivery tracking.

5. User Scenarios

Scenario 1: Food Donation Alert

The system detects that a venue has updated leftover food availability.
Venue Manager enters food details such as quantity, type, and pickup time on the Salesforce dashboard.
System automatically alerts the nearest available volunteer for quick collection.
Volunteer accepts the request and proceeds to collect the food for delivery.

Scenario 2: Delivery and Reporting

Volunteer confirms successful delivery at the designated drop-off point.
System records the delivery details and updates the database in real time.
Automated report is generated for the NGO Coordinator to track donations and impact.
This ensures timely delivery, transparency, and reduced food wastage.

Conclusion

The Empathy Map Canvas demonstrates that users require a centralized, automated, and intelligent system for managing food donations and distribution. Salesforce-based **To Supply Leftover Food to Poor** addresses these needs by providing real-time updates, alerts, dashboards, and automation, ensuring timely delivery, reducing food wastage, and improving coordination efficiency.