

Ideation Phase

Empathize & Discover

Date	29 june 2025
Team ID	LTVIP2025TMID46028
Project Name	
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.

Example:

Says

- "We waste too much time manually checking every fruit."
- "I'm always worried some rotten pieces get missed."
- "There's no consistent method — it depends on who's sorting today."
- "Customers complain if they find spoiled items."

Thinks

- "There must be a better, faster way to sort this produce."
- "If I had a reliable system, I'd feel more confident."
- "I hope we don't lose reputation because of bad quality checks."
- "I don't fully trust the current manual process."

Sees

- Large quantities of mixed fresh/rotten produce
 - Inconsistent sorting practices by different workers
 - No real-time assistance or alert system
 - Long queues of produce waiting to be cleared
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Hears

- “You missed a rotten one again!”
 - “Customers returned products again.”
 - “Use your judgment — do the best you can.”
 - “There’s no time — just sort it fast!”
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Pains

- Manual work is tiring and error-prone
 - High pressure to reduce spoilage and increase speed
 - Risk of damaged reputation from poor quality control
 - **No access to affordable smart sorting tools**
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Gains

- ☐ Speed and accuracy in sorting
- ☐ Better customer satisfaction
- ☐ Reduced workload and human error
- ☐ A tech solution that’s easy to use with no training