Ideation Phase Empathize & Discover

Date	22 nd June 2025
Team ID	LTVIP2025TMID56797
Project Name	ShopEZE:One-Stop Shop For Online Purchases
Maximum Marks	4 Marks

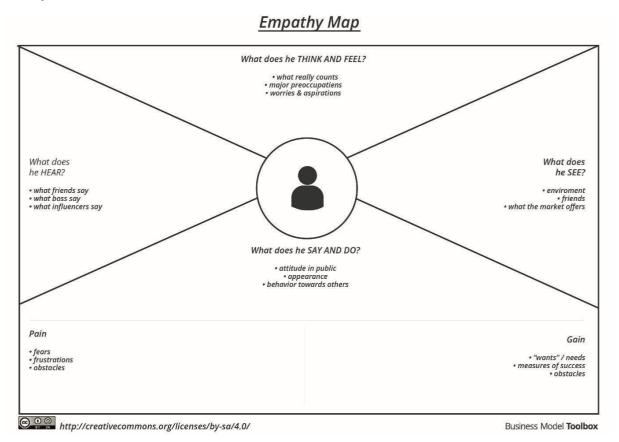
Empathy Map Canvas:

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 helps 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:



Reference: https://www.mural.co/templates/empathy-map-canvas

EMPATHY MAP CANVAS

HEAR

accessiors

 Friends recommending quick and reliable shopping sites

Ade or influencers SAYS & DO talking about trending tas-

Says: "I need something perfect, fast."

- Browses caregories using filters.
- Clicks "Add to Cart → Checkout → Order
- Shares feedback or sends gift directly to friend

◆ Time constraints due to a busy schedule

THINKS

- Many options across multiple escommeree platforms
- Personalized bracelet recommendations

THINK & FEEL

Wants: Efficiency, thoughtful gifting personalization

- Feels: Pressured duto limited time, relieved after purchase
- Personalized gift found guickly
- Smooth checkout and confirmation

PAIN

- · Time constraints due to a busy schedule
- · Too many irrelevant options

* GAIN

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- Personalized gift found quickly
- Smooth checkout anconfirmation
- Positive emotional response from the friend