

Ideation Phase

Empathize & Discover

Date	31 January 2026
Team ID	LTVIP2026TMIDS42166
Project Name	Shopez: one-stop shop for online purchases.
Maximum Marks	4 Marks

Empathy Map Canvas:

The ShopEZ Empathy Map highlights the mindset and challenges of an online shopper in today's digital marketplace. The user thinks and feels that finding the right product quickly and securely is important, but often worries about payment safety and complicated checkout processes. They see multiple e-commerce platforms filled with cluttered categories, flashy promotions, and frequent pop-ups that make navigation confusing. They hear friends and online reviews complaining about difficult checkout experiences and unreliable websites. As a result, they say and do things like comparing multiple platforms, expressing concerns about security, and switching between apps to find better deals. These experiences create pain points such as confusing navigation, slow performance, and lack of trust in payment systems. However, the user seeks gains like easy product discovery, secure and fast checkout, personalized recommendations, and a smooth overall shopping experience. ShopEZ is designed to address these needs by providing a centralized, user-friendly, and secure e-commerce platform.

Example:

