**Ideation Phase**

**Empathize & Discover**

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| --- | --- |
| Date | 26-june-2025 |
| Team ID | LTVIP2025TMID30428 |
| Project Name | To supply left over food to poor |
| Maximum Marks | 2 Marks |

**Empathy Map – To supply left over food to poor**

**🧠 THINK AND FEEL**

* **How can we reduce food waste and ensure timely help for the hungry?**
* **Believes in social impact through tech-for-good**
* **Concerned about logistics, food safety, and real beneficiary reach**

**👂 HEAR**

* **Stakeholders say: "This is a noble initiative"**
* **Feedback: “Ensure it's scalable and reliable”**
* **Influencers: "Tech should address social issues like hunger"**

**👀 SEE**

* **Urban food surplus in restaurants, events, hostels**
* **People sleeping hungry nearby**
* **Salesforce tools that can automate pickup, distribution, and volunteer coordination**

**🗣️ SAY AND DO**

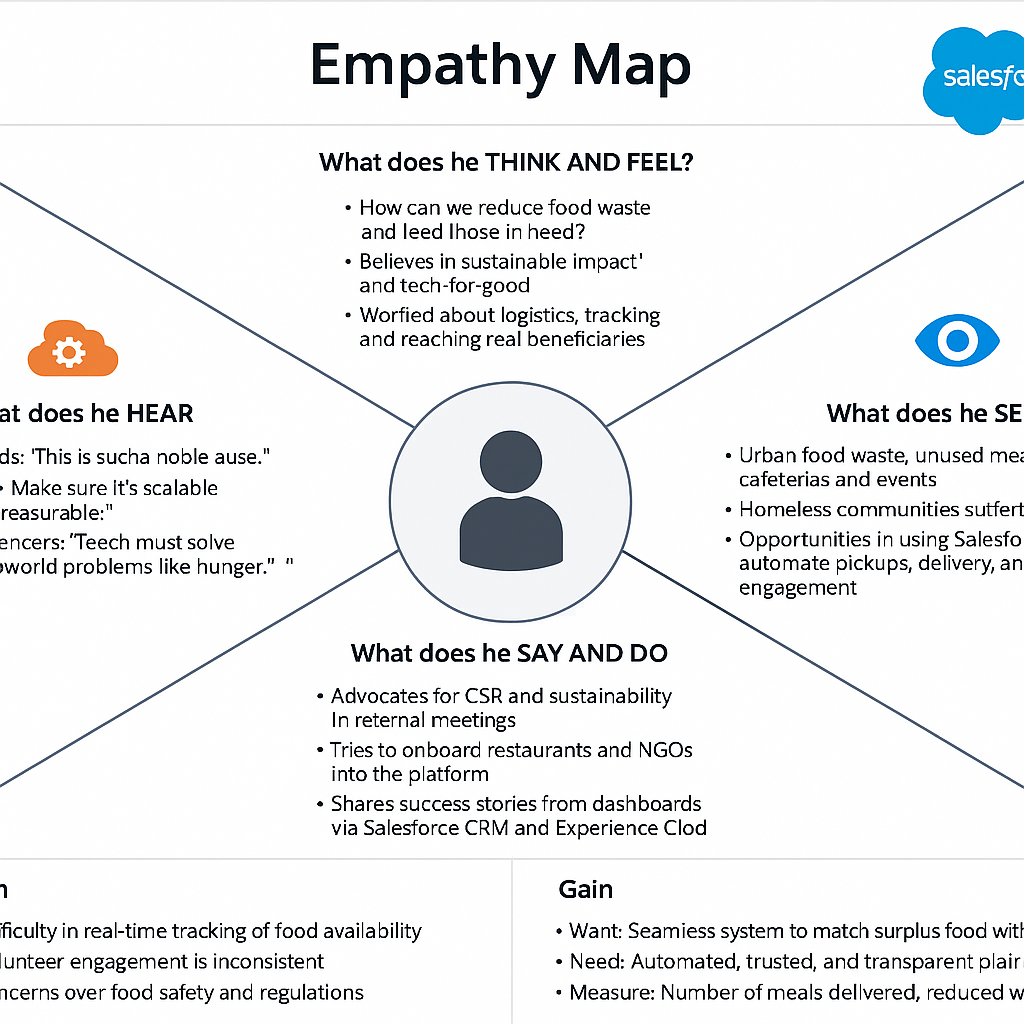
* **Talks about CSR and sustainability in team meetings**
* **Encourages onboarding of NGOs and food partners**
* **Shares insights using Salesforce CRM dashboards and reports**

**PAIN**

* **Difficulty in tracking food availability in real time**
* **Lack of committed volunteers**
* **Legal concerns around food safety and expiry**

**GAIN**

* **Want: A centralized, easy-to-use platform to match surplus food with the needy**
* **Need: Trusted and automated process via Salesforce**
* **Measure: Number of successful pickups, meals delivered, and engagement rate**

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