IDEATION PHASE

Empathize & Discover

Date	18 February 2026
Team ID	LTVIP2026TMIDS47401
Project Name	ShopSmart: Your Digital Grocery Store Experience

Empathy Map Canvas:

User Person: Priya – Working Professional

Says:
• "I need groceries urgently but stores are closed."
• "I wish there was a reliable way to order at night."

Thinks:
• "Can I get essentials without leaving home?"
• "Is this service trustworthy and fast?"

Does:
• Browses grocery apps late at night.
• Adds items to cart and looks for delivery options.

Feels:
• Frustrated due to closed stores.
• Relieved when order is confirmed.
• Satisfied upon next-day delivery.

Goals:
• Get groceries delivered conveniently.
• Avoid physical store trips and save time.

Pain Points:

• Limited store hours.

• No clear delivery tracking.

• Complex or buggy apps.

Empathy Map – Priya (Working Professional)

SAYS	THINKS
• "I need groceries urgently but stores are cl • "I wish there was a reliable way to order at	• "Can I get essentials without leaving home?" • "Is this service trustworthy and fast?"

DOES	FEELS
• Browses grocery apps late at night. • Adds items to cart and looks for delivery o	• Frustrated due to closed stores. • Relieved when order is confirmed. • Satisfied upon next-day delivery.

GOALS	PAIN POINTS
• Get groceries delivered conveniently. • Avoid physical store trips and save time.	• Limited store hours. • No clear delivery tracking. • Complex or buggy apps.