Date	25 July 2025
Team ID	PNT2025TMID09656
Project Name	ShopEZ: E-Commerce Application
Maximum Marks	4 Marks

Empathy Map Canvas:

Empathy Map for Sarah (Buyer)

💬 What She Expresses

- "I need a meaningful gift without wasting hours."

- "Online stores are overwhelming."

- "I don't have time to scroll endlessly."

💭 What She Reflects On

- "What if I don't get it in time?" • "Is this something she'll actually love?" • "Why can't online shopping be faster and smarter?"

🖱 Her Actions

- Browses items by theme (e.g. birthday, hobbies)

- Uses filters like price, rating, and delivery time

- Compares shortlisted products before adding to cart

🤍 What She Experiences Emotionally

- Pressured by limited free time

- Nervous about gifting decisions

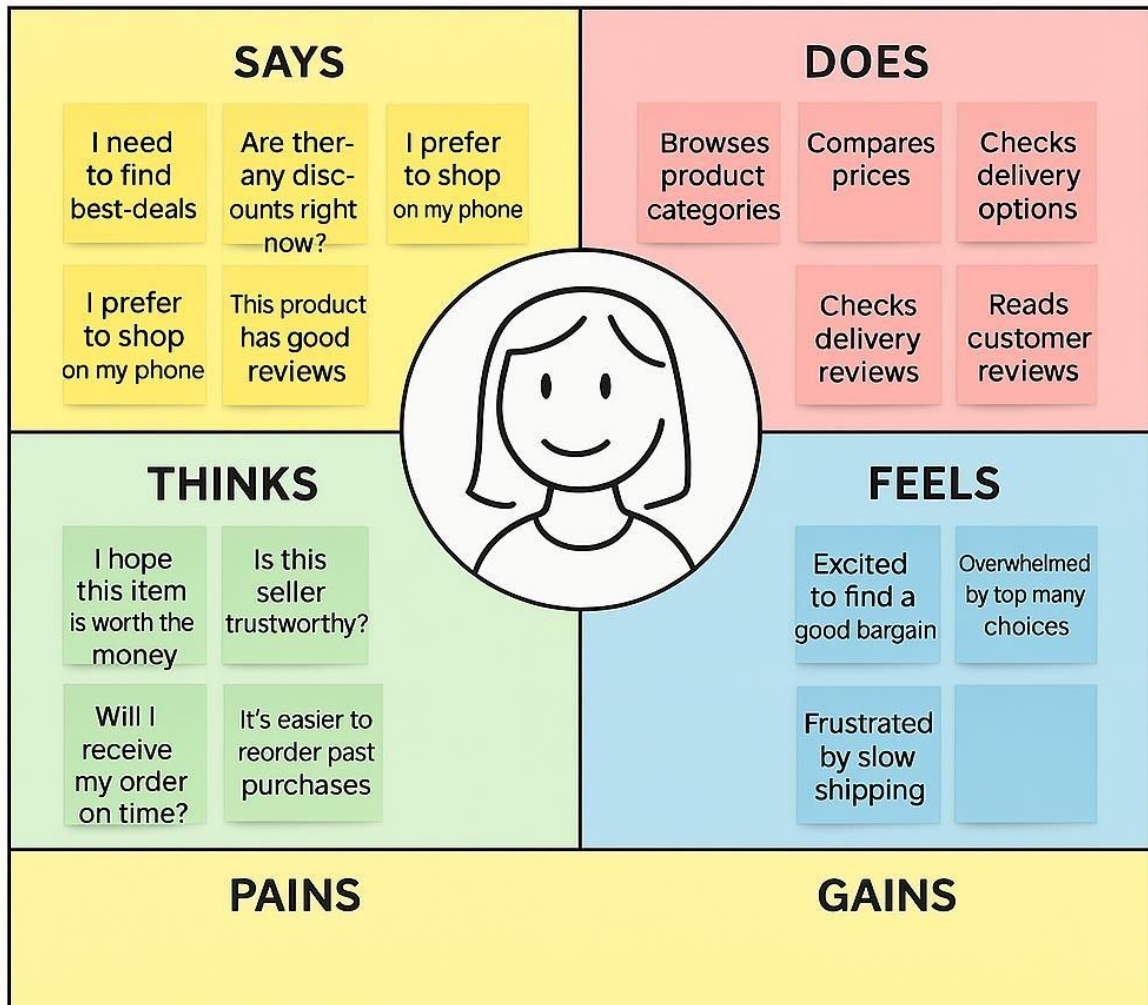- Relieved after a smooth purchase process

🚧 Challenges (Pain Points) • Too many disjointed options and UX patterns

- Inconsistent product presentation and navigation • Lack of intelligent recommendation and urgency features

🎯 Desired Outcomes (Goals) • Fast discovery through curated product suggestions • Enjoyable, relevant shopping experience • Streamlined checkout with real-time order assurance

EMPATHY MAP CANVAS
Sarah, Buyer for Shopez Ecommerce Application

SAYS
- I need to find best-deals
- Are ther-any disc-ounts right now?
- I prefer to shop on my phone
- I prefer to shop on my phone
- This product has good reviews

DOES
- Browses product categories
- Compares prices
- Checks delivery options
- Checks delivery reviews
- Reads customer reviews

THINKS
- I hope this item is worth the money
- Is this seller trustworthy?
- Will I receive my order on time?
- It's easier to reorder past purchases

FEELS
- Excited to find a good bargain
- Overwhelmed by top many choices
- Frustrated by slow shipping

PAINS

GAINS

Example: Food Ordering & Delivery Application

Empathy Map for Seller

EMPATHY MAP
Seller for Shopez Ecommerce Application

SAYS

DOES

THINKS

FEELS

PAINS

GAINS