

Ideation Phase

Empathize & Discover

Date	26 July 2025
Team ID	PNT2025TMID14651
Project Name	ShopEZ: E-commerce Application
Maximum Marks	4 Marks

Empathy Map Canvas:

An empathy map is a visual tool used to understand the customer's perspective by exploring what they think and feel, see, say and do, and hear in a given situation. It helps identify their pains, gains, needs, and motivations, enabling the design of a better user experience. For our e-commerce application, the empathy map captures the mindset of a typical online shopper, uncovering their expectations for product variety, ease of navigation, secure payments, and quick delivery. This understanding guides the development of features that address user frustrations while enhancing satisfaction

