

Ideation Phase

EMPATHIZE & DISCOVER

Date	27 JUNE 2025
Team ID	NM2025TMID00743
Project Name	To Supply Leftover Food To Poor
Maximum Mark	4 Marks

Empathy Map Canvas - Supply Leftover Food to Poor

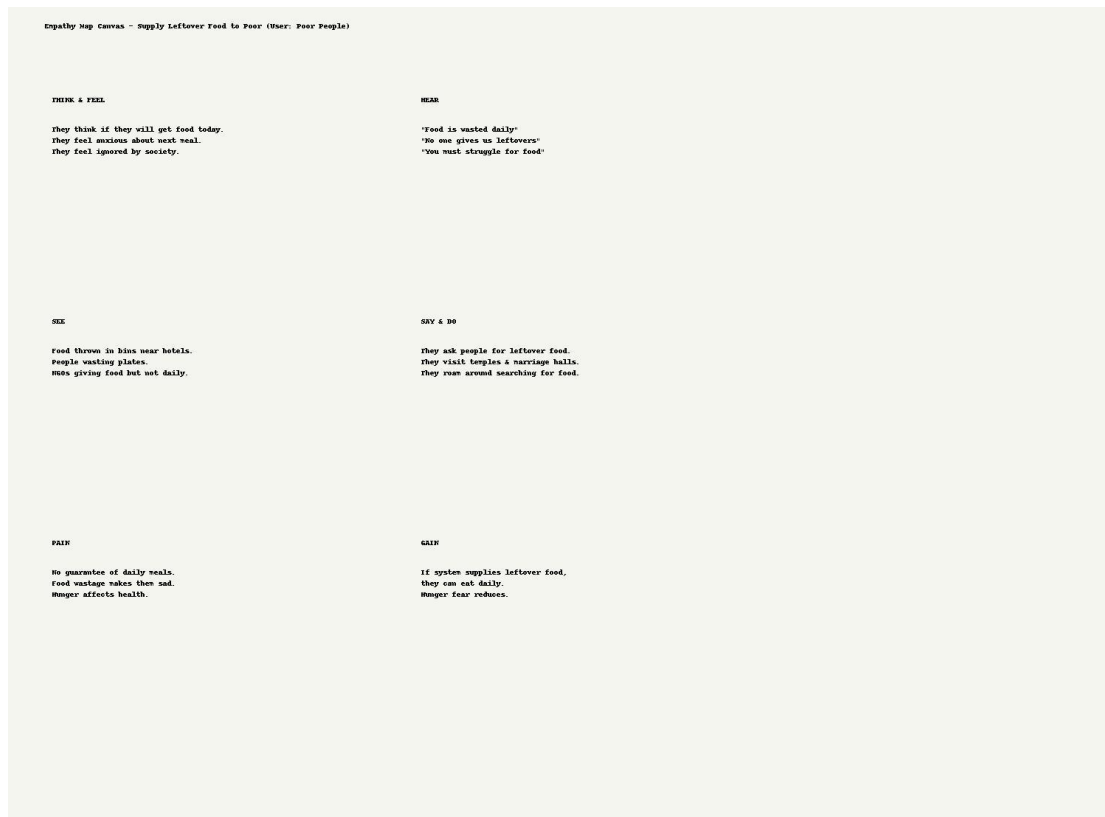
Poor people, homeless individuals and slum families struggle every day to get proper meals. They see restaurants, hotels and function halls wasting a lot of food daily, which makes them feel sad because that food could have fed them. They often hear people saying there is no food available, or they must skip meals again. They also hear that leftover food exists somewhere but there is no proper system to get it.

They think society is ignoring their hunger and they feel stressed, hungry and helpless. They want a proper solution where leftover food can be collected and given to them on time. They go to temples, charities, government places and ask around for food, but they still suffer from food shortage and malnutrition.

Empathy Map Canvas - Supply Leftover Food to Poor
Poor and homeless people struggle daily for meals, while hotels and functions waste good food.
They see food thrown away and feel sad because they cannot access it.
They hear others say there is no food available and feel ignored.
They think society is not supporting them and feel stressed and hungry.
They ask around for food, visit temples and charities.
Their pain is hunger and food insecurity.
Their gain is if leftover food reaches them on time, hunger reduces and wastage lowers.

Reference: <https://www.nngroup.com/articles/empathy-map/>

EXAMPLE:



By developing empathy towards poor and homeless people, we understand their struggle for daily food. They see large amounts of food being wasted in functions and restaurants, yet they don't get any access to it. This creates pain, hunger, and loss of dignity. By mapping their emotions and needs, we identified that connecting leftover food sources with needy people can reduce hunger, reduce food wastage, and improve their living conditions. Therefore, a proper food collection and distribution system is required to deliver extra food to poor people on time