

Ideation Phase

Empathize & Discover

Date	28 June 2025
Team ID	LTVIP2025TMID31201
Project Name	Cafeteria Menu Display
Maximum Marks	4 Marks

Empathy Map Canvas:

An employee using the cafeteria often says things like, “I wish I knew what’s being served before coming down.” They think to themselves, “I’m worried there won’t be anything I like or that meets my diet.”

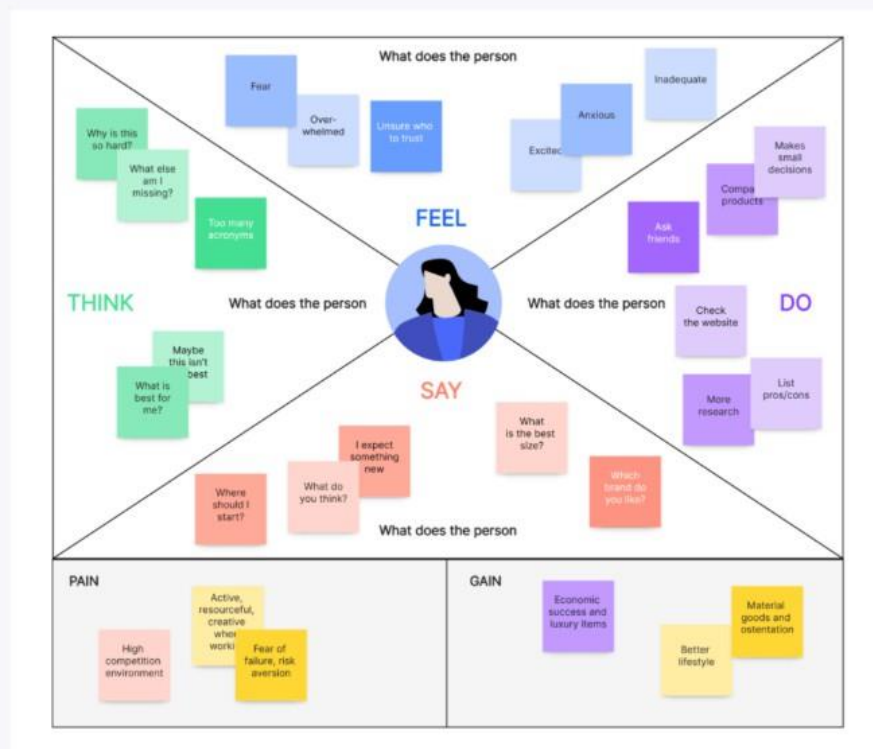
Their actions show uncertainty—they usually check email or Slack for any cafeteria updates, walk to the cafeteria without knowing what’s available, or ask coworkers for information.

Emotionally, the employee feels frustrated when the cafeteria line is long or when the available food doesn’t match their preferences or dietary needs.

Their key pain points include lack of visibility into menu options, wasted time, and inconsistent or late updates about meals.

What they really want is a clear, easily accessible, and real-time cafeteria menu, so they can plan ahead and avoid unnecessary inconvenience or disappointment

Example:



Reference: https://edit.org/blog/empathy-map-templates?utm_source

Example: Food Ordering & Delivery Application

