**Ideation Phase**

**Empathize & Discover**

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| --- | --- |
| Date | 15 April 2025 |
| Team ID | SWTID1743695015 |
| Project Name | Shopez: E-Commerce Application |
| Maximum Marks | 4 Marks |

**Empathy Map Canvas:**

**SAYS**

*What have we heard or can imagine her saying?*

* “I just don’t have the time to look through all these websites.”
* “I need something nice and meaningful, but fast.”
* “I wish there were fewer steps to checkout.”

**THINKS**

*What are their wants, needs, hopes, and dreams?*

* “I want to make Emily’s birthday special.”
* “I hope I can find something stylish she’ll really like.”
* “This should be easier with all the tech we have these days.”

**DOES**

*What behavior have we observed or can imagine them doing?*

* Quickly scans through products using filters.
* Adds promising items to the cart to compare.
* Uses saved payment and shipping details for faster checkout.

**FEELS**

*What are their fears, frustrations, and anxieties?*

* Anxious about running out of time before the birthday.
* Frustrated by slow or cluttered shopping experiences.
* Worried the gift won’t arrive in time or be the wrong fit.

