Empathy Map Canvas

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Team ID:	LTVIP2025TMID54172
Project Name:	ShopSmart: Your Digital Grocery Store Experience
Maximum Marks:	4 Marks

Empathize & Discover

An empathy map is a simple, easy-to-digest visual that captures knowledge about a user's behaviours and attitudes.

It is a useful tool to help teams better understand their users.

Creating an effective solution requires understanding the true problem and the person who is experiencing it. The exercise of creating the map helps participants consider things from the user's perspective along with his or her goals and challenges.

Reference: https://www.mural.co/templates/empathy-map-canvas

Empathy Map: Online Grocery Shopper

- **Says**:

  - I need a fast and reliable way to get my groceries.
  - I don't have time to visit multiple stores.
  - I want to ensure the quality of fresh items like fruits and vegetables.
  - I prefer a simple and secure checkout process.

- **Thinks**:

  - Will my order arrive on time?
  - Is this platform secure for payments?
  - Are these prices reasonable compared to my local store?
  - I hope the product images and descriptions are accurate.

- **Does**:

  - Browses product categories for deals and essentials.
  - Adds items to cart based on budget and availability.
  - Compares delivery times and charges.
  - Uses mobile or desktop to place orders.

- **Feels**:

- Frustrated with poor navigation or bugs.
- Relieved when delivery is smooth and on time.
- Anxious about product quality until received.
- Confident when the platform is transparent and responsive.