

# IDEATION PHASE

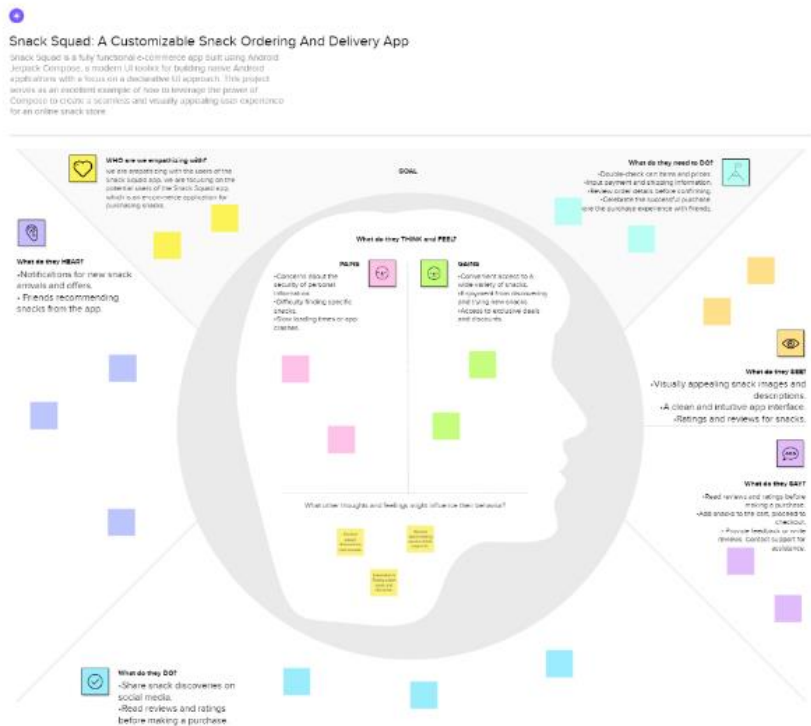
## EMPATHIZE & DISCOVER

DATE:	17/10/2023
PROJECT:	SNACK SQUAD: A CUSTOMIZABLE SNACK ORDERING AND DELIVERY APP
TEAM ID:	Team-591052

### Team details

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### EMPATHY MAP CANVAS FOR THE APP:



LINK:

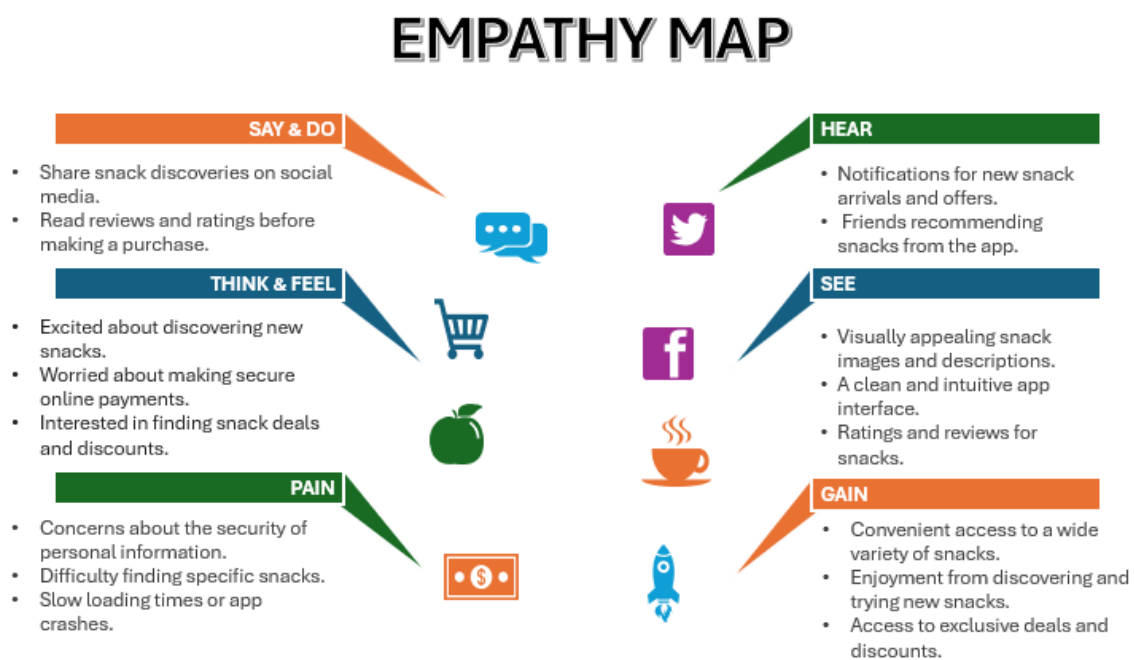
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## WHAT IS EMPATHY MAP?

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.

## DESCRIPTION ABOUT THE APPLICATION?

Snack Squad is a fully functional e-commerce app built using Android Jetpack Compose, a modern UI toolkit for building native Android applications with a focus on a declarative UI approach. This project serves as an excellent example of how to leverage the power of Compose to create a seamless and visually appealing user experience for an online snack store.



# Brainstorm & idea prioritization:

## Brainstorm & idea prioritization

Brainstorming session involving a group of 3 members about the **Snack Squad** app project.

30 minutes to prepare  
1 hour to collaborate  
3 people recommended

### Before you collaborate

A little bit of preparation goes a long way with this session. Here's what we need to do to get going.

10 minutes

- Team gathering**  
We put a team of 3 members:  
1. Priyanka Vishnu Sar  
2. Yashwanth Sai Manoj Jyothika  
3. Arya MEH
- Get the goal**  
We aim to solve the problem of enhancing user engagement and satisfaction in the Snack Squad app by addressing user concerns, streamlining the shopping experience, and providing a better of taste and safety.
- Learn how to use the facilitation tools**  
Use the Facilitation Superpowers to run a happy and productive session.

[Open article](#)

### 1 Define your problem statement

The problem statement is to optimize the user experience and address user concerns within the Snack Squad app, with a focus on improving engagement, ease of use, and trust in the platform to create a more satisfying and secure snack shopping experience.

5 minutes

**PROBLEM**

How might we optimize the user experience and address user concerns within the Snack Squad app?

**Key rules of brainstorming**

To run a smooth and productive session

- Step in light: Encourage wild ideas
- Defer judgment: Listen to others
- Go for quantity: If possible, be visual

### 2 Brainstorm

OUR MEMBERS IDEAS ABOUT SOLVING THE PROBLEM STATEMENT

10 minutes

**VISHNU:**

When it comes to key points we should focus on in the variety of snacks available in the app. Users should be excited and engaged when they browse through the catalog. We can use high quality images and vibrant descriptions to make each snack item more appealing.

When it comes to "Meat" we can implement push notifications for new arrivals and deals. We can also encourage users to share their snack discoveries on social media, which can lead to a viral effect and more users joining the app.

1. Variety and appeal of snack items.  
2. Push notifications and social sharing for engagement.

**YASHWANTH**

Agreed, but we also need to address user concerns about security. Many users are worried about making online payments. We can emphasize the app's secure payment process and highlight our technology and user testimonials. This would help users feel more confident about using the app.

Aid for "Say & Do": we should make it easy for users to provide feedback and write reviews. Positive user reviews can greatly influence other customer's decisions. Additionally, we need to offer responsive customer support to address user concerns promptly.

1. User concerns about secure payments.  
2. User reviews and responsive customer support.

**ARYA**

User interaction with the cart is crucial. We should ensure that the Add to Cart and Checkout processes are straightforward and user-friendly. It's a pain point when users find it difficult to modify their cart or complete their purchase. The goal here is a smooth shopping experience.

Regarding "Post": we should anticipate issues like slow loading times and app crashes. Regular testing and optimization are essential to maximize these problems. We should also have a clear return and refund policy to address user concerns in this area.

1. Streamlining cart and checkout processes.  
2. Addressing app performance and user-related problems.

### 3 Group ideas

Take turns sharing your ideas while clustering similar or related notes as you go. Once all sticky notes have been grouped, give each cluster a sentence-like label. If a cluster is bigger than six sticky notes, try and see if you can break it up into smaller sub-groups.

20 minutes

Variety and appeal of snack items

Streamlining cart and checkout processes

Addressing app performance and return/refund policies

User concerns about secure payments

User reviews and responsive customer support

Push notifications and social sharing for engagement

### 4 Prioritize

Your team should all be on the same page about what's important moving forward. Place your ideas on this grid to determine which ideas are important and which are feasible.

20 minutes

**Importance**

If most of these ideas could be done with an effort or a small effort, what would have the most positive impact?

**Feasibility**

Repeat use of their own resources, or on tasks are more resource-intensive? (Cost, time, effort, complexity, etc.)

Tip: Participants can use their own resources to create a more effective brainstorming session. They can use the grid to group their ideas into clusters and then use the grid to prioritize the ideas.

Quick add-ons

- Show the mural:** Share a copy of this mural with stakeholders to keep them in the loop about the outcomes of the session.
- Export the mural:** Export a copy of the mural as a PNG or PDF to attach to emails, include in slides, or save in your drive.

Keep moving forward

- Strategy blueprint:** Define the components of a new idea or strategy.  
[Open the template](#)
- Customer experience journey map:** Understand customer needs, motivations, and obstacles for an experience.  
[Open the template](#)
- Strengths, weaknesses, opportunities & threats:** Identify strengths, weaknesses, opportunities, and threats (SWOT) to develop a plan.  
[Open the template](#)

[Share template feedback](#)

LINK:

<https://app.mural.co/t/vishnu7635/m/vishnu7635/1697542436516/164046c1849dc0ea5ccbb4ff7f701ce55e44008f?sender=ubba9cdec84440027cafa7805>