IDEATION PHASE

EMPATHIZE & DISCOVER

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

Team details

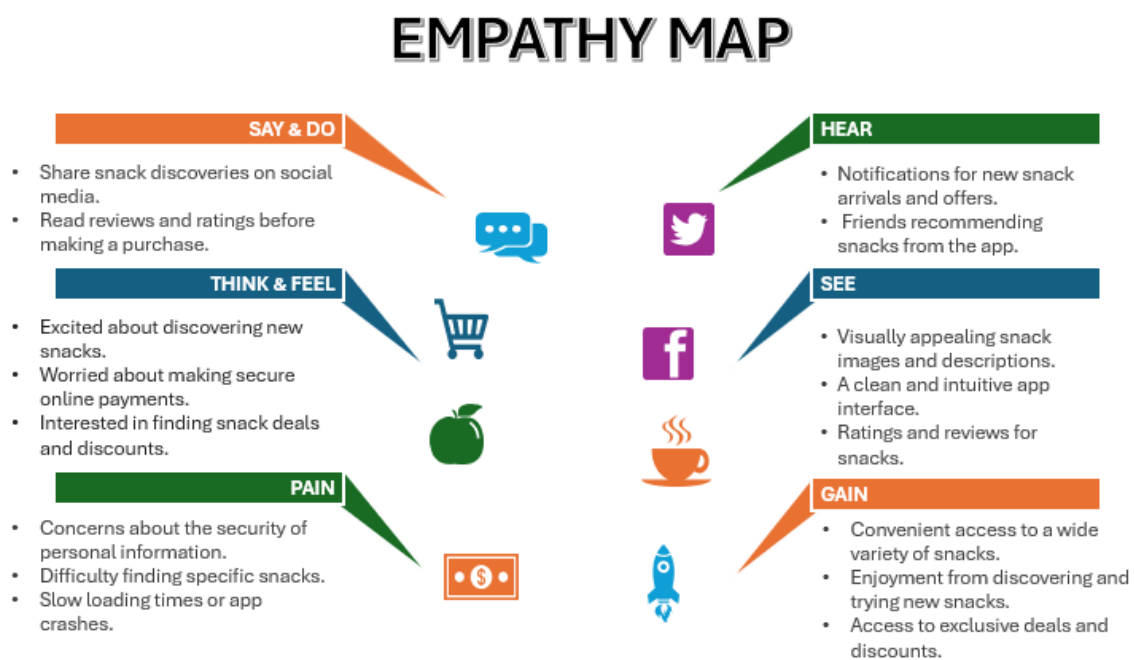| PADYALA VISHNU SAI	Vishnu.21bce7117@vitapstudent.ac.in
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EMPATHY MAP CANVAS FOR THE APP:
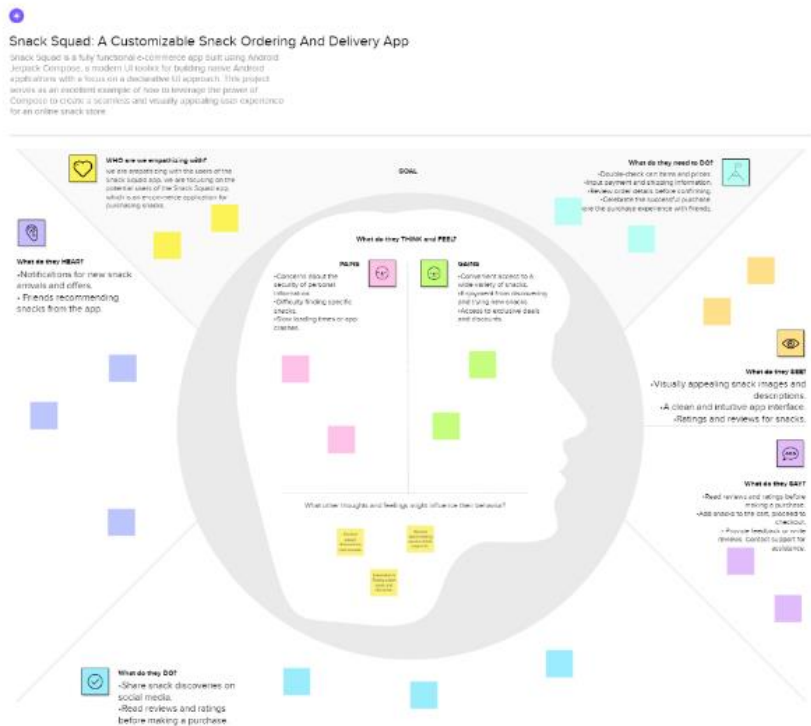
LINK:

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 helps 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.

EMPATHY MAP

SAY & DO
- Share snack discoveries on social media.
- Read reviews and ratings before making a purchase.

THINK & FEEL
- Excited about discovering new snacks.
- Worried about making secure online payments.
- Interested in finding snack deals and discounts.

PAIN
- Concerns about the security of personal information.
- Difficulty finding specific snacks.
- Slow loading times or app crashes.

HEAR
- Notifications for new snack arrivals and offers.
- Friends recommending snacks from the app.

SEE
- Visually appealing snack images and descriptions.
- A clean and intuitive app interface.
- Ratings and reviews for snacks.

GAIN
- Convenient access to a wide variety of snacks.
- Enjoyment from discovering and trying new snacks.
- Access to exclusive deals and discounts.

Brainstorm & idea prioritization:

LINK: