

Ideation Phase

Empathize & Discover

Date	18-10-2023
Team ID	Team-591004
Project Name	Snack Squad: A Customizable Snack Ordering and Delivery App
Maximum Marks	4 marks

Empathy Map Canvas:

An empathy map is a straightforward, simple-to-understand graphic that conveys information about the attitudes and behaviors of users.

It's a helpful tool for teams to have a deeper understanding of their users.

It's necessary to comprehend the actual issue and the one who is going through it. Making the map as an activity encourages people to think about items from the viewpoint of the user, as well as his or her objectives and difficulties.

While developing empathy with the user is the primary goal of an empathy map, there are other crucial aspects of utilizing one that might assist your team in different ways. Numerous aspects of the customer's overall experience are taken into account while creating an empathy map.

These may include the issues they resolve, the way they use the good or service in a bigger group, and the people who bear the brunt of the issue.

EMPATHY MAP

YOUR
LOGO

THINKS

Get the food with less price
seeking for guidance
thinking of getting sooner
get tasty and delicious food
Any special offers
Quantity and quality of the food

SAYS

Which food apps are available?
Examine costs with other appl.
Does this cuisine taste well?
Use just one specific food app.
Book mark some restaurants
Can't find any suitable dish

DOES

Goes through offers and discount
Check with rating and review
Availability of food items
Tracking the food
Mostly do online payments

FEELS

Confused with discounts
Not satisfied
Disappointed with the food
Trust issue
How much the quantity of the food?

PAINS

Difficulty to get recommended options
Difficulty in searching food

GAINS

Comfortable and enjoyable
Precision and Rigour

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