Ideation Phase
Empathize & Discover

Date	19 November 2023
Team ID	591756
Project Name	E-Commerce Shipping Prediction Using Machine Learning
Maximum Marks	4 Marks

Empathy Map Canvas:

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.
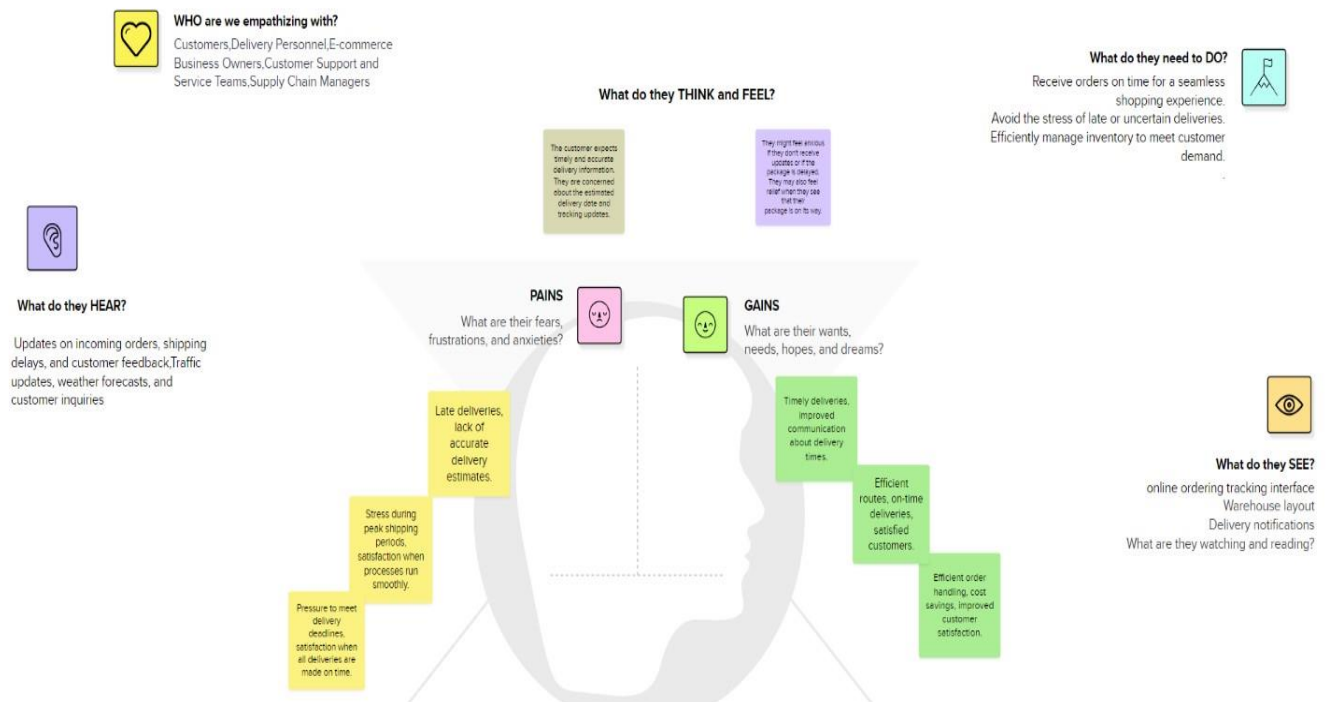
WHO are we empathizing with?

Customers,Delivery Personnel,E-commerce Business Owners,Customer Support and Service Teams,Supply Chain Managers

What d

The customer expects timely and accurate delivery information. They are concerned about the estimated delivery date and tracking updates.

What do they HEAR?

Updates on incoming orders, shipping delays, and customer feedback,Traffic updates, weather forecasts, and customer inquiries

PAINS

What are their fears, frustrations, and anxieties?

Late deliveries, lack of accurate delivery estimates.

Stress during peak shipping periods, satisfaction when processes run smoothly.

Pressure to meet delivery deadlines, satisfaction when all deliveries are made on time.

What do they THINK and FEEL?

The customer expects timely and accurate delivery information. They are concerned about the estimated delivery date and tracking updates.

They might feel anxious if they don't receive updates or if the package is delayed. They may also feel relief when they see that their package is on its way.

What do they need to DO?

Receive orders on time for a seamless shopping experience.
Avoid the stress of late or uncertain deliveries.
Efficiently manage inventory to meet customer demand.

.

PAINS

heir fears,
anxieties?

GAINS

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

Timely deliveries, improved communication about delivery times.

Efficient routes, on-time deliveries, satisfied customers.

Efficient order handling, cost savings, improved customer satisfaction.

What do they SEE?

online ordering tracking interface
Warehouse layout
Delivery notifications
What are they watching and reading?

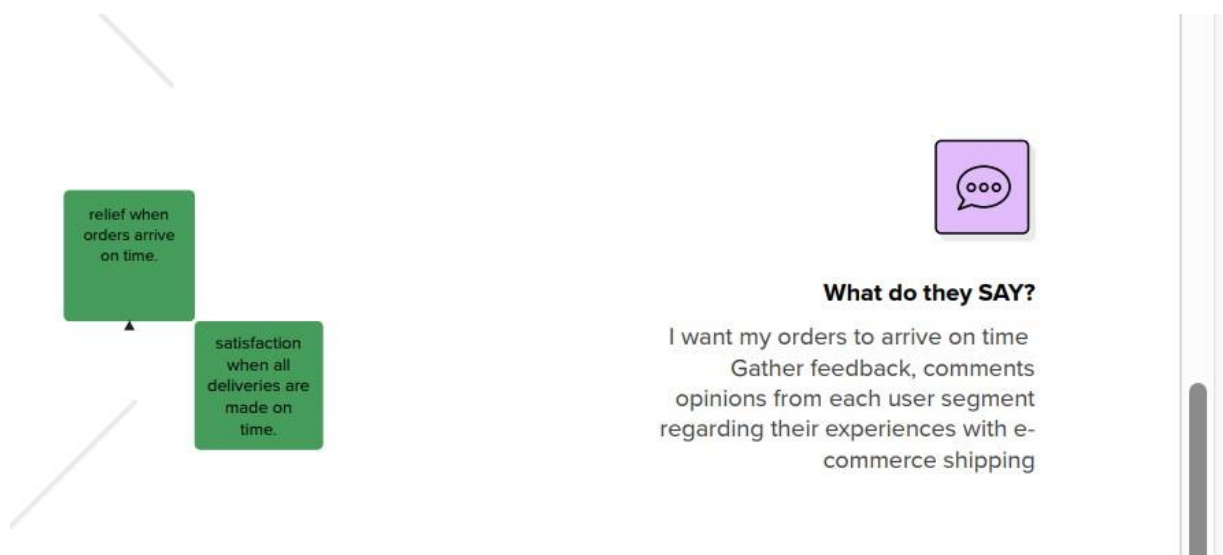What other thoughts and feelings might influence their behavior?

What do they DO?

Track their orders
check delivery status
contact customer support if there are delaysl?

Pressure to meet delivery deadlines, satisfaction when all deliveries are made on time.

Traffic congestion, weather-related delays, customer complaints.

relief when orders arrive on time.

satisfaction when all deliveries are made on time.

What do they SAY?

I want my orders to arrive on time
Gather feedback, comments
opinions from each user segment
regarding their experiences with e-
commerce shipping

Reference: