### **Ideation Phase**

# **Empathize & Discover**

Date	21jul 2025
Team ID	PNT2025TMID14671
Project Name	E-Commerce
Maximum Marks	4 Marks

## **Empathy Map Canvas:**

An Empathy Map Canvas is a visual tool used to understand your target audience or user better. It helps teams put themselves in the user's shoes and uncover their needs, emotions, and motivations.

Structure of an Empathy Map Canvas It's typically divided into six sections:

- 1. Who are we empathizing with?
  - o Identify the specific user or customer segment.
  - o Include demographic and contextual details.
- 2. What do they see?
  - o What's in their environment?

# **Example:**

#### **Empathy Map** What does the customer THINK and FEL? What does the customer SEE? · Wants a smooth, secure shopping experience · Competing e-commerce sites offering · Cares about price, quality, and delivery time discounts Worried about scams, late deliveries, or · Product recommenidations and damaged products · Reviews and ratings influencing purchase · Aspires to find the best deals and latest trends What does the customer What does the customer HEAR SAY and DO? · Friends or influencers recommending Says things like: "I need it fast" / "Is this safe?" / "The price is too high" certain platforms or products Negative feedback about slow delivery · Reads reviews before purchasiong or bad service from others · Abandons cart if checkout is slow or Social media ads promoting-alternatives delivery charges are high PAIN GAIN · Long checkout process · East, reliable delivery · Easy and secure cheackout · Payment failures Hidden costs · Transparent pricing · Delivery delays Verified reviews · Mismatched or damaged products · Personalized offers

