

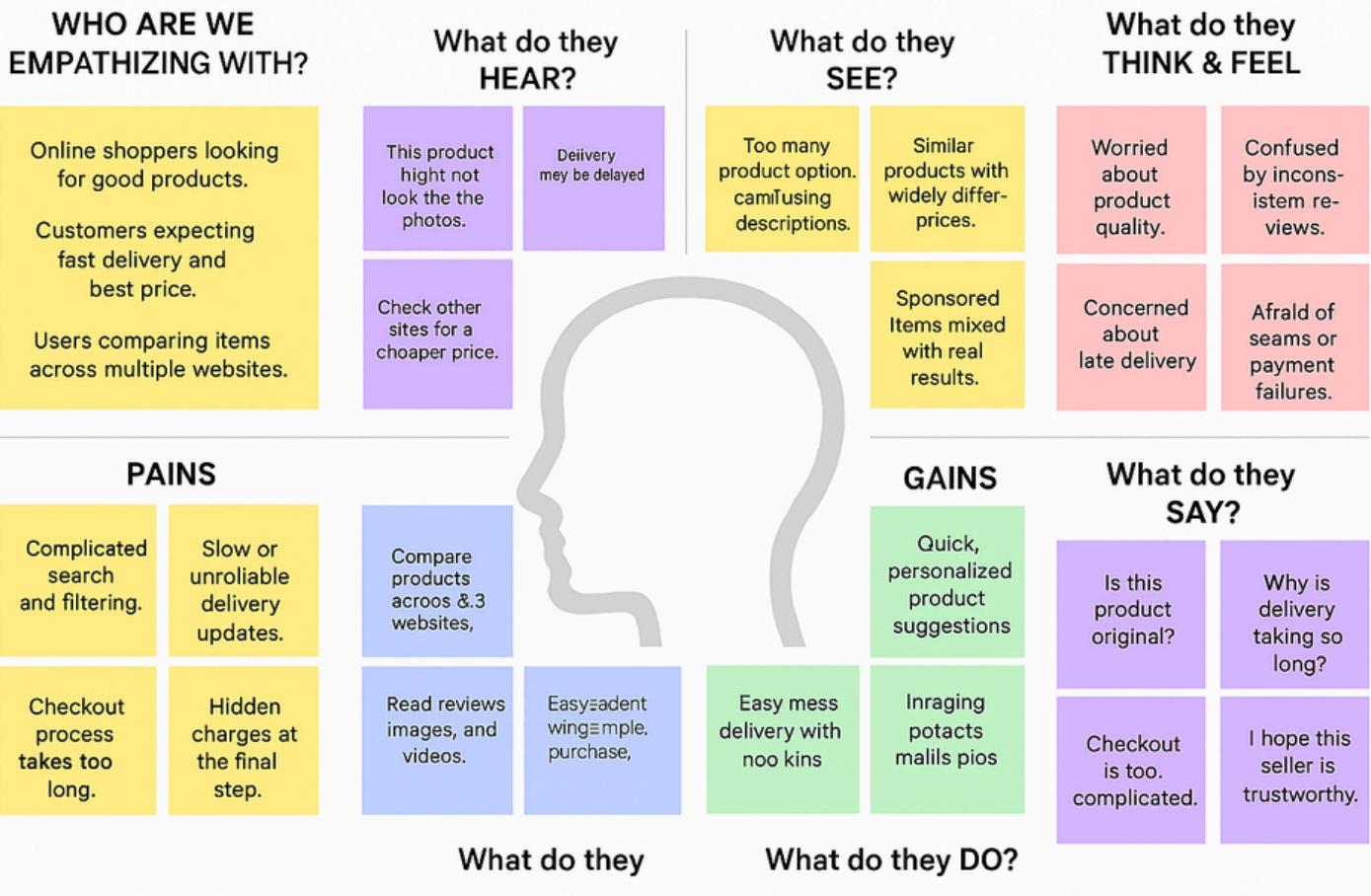
Ideation Phase

Empathize & Discover

Date	3 December 2025
Team ID	
Project Name	SHOPEZ : E-commerce Application
Maximum Marks	4 Marks

Empathy Map Canvas:

Empathy Map Canvas – E-Commerce Customer



Understand the needs, frustrations, and behaviors of customers who are trying to find the right products, compare prices, check availability, and complete purchases easily through a digital shopping platform.

