

IDEATION PHASE

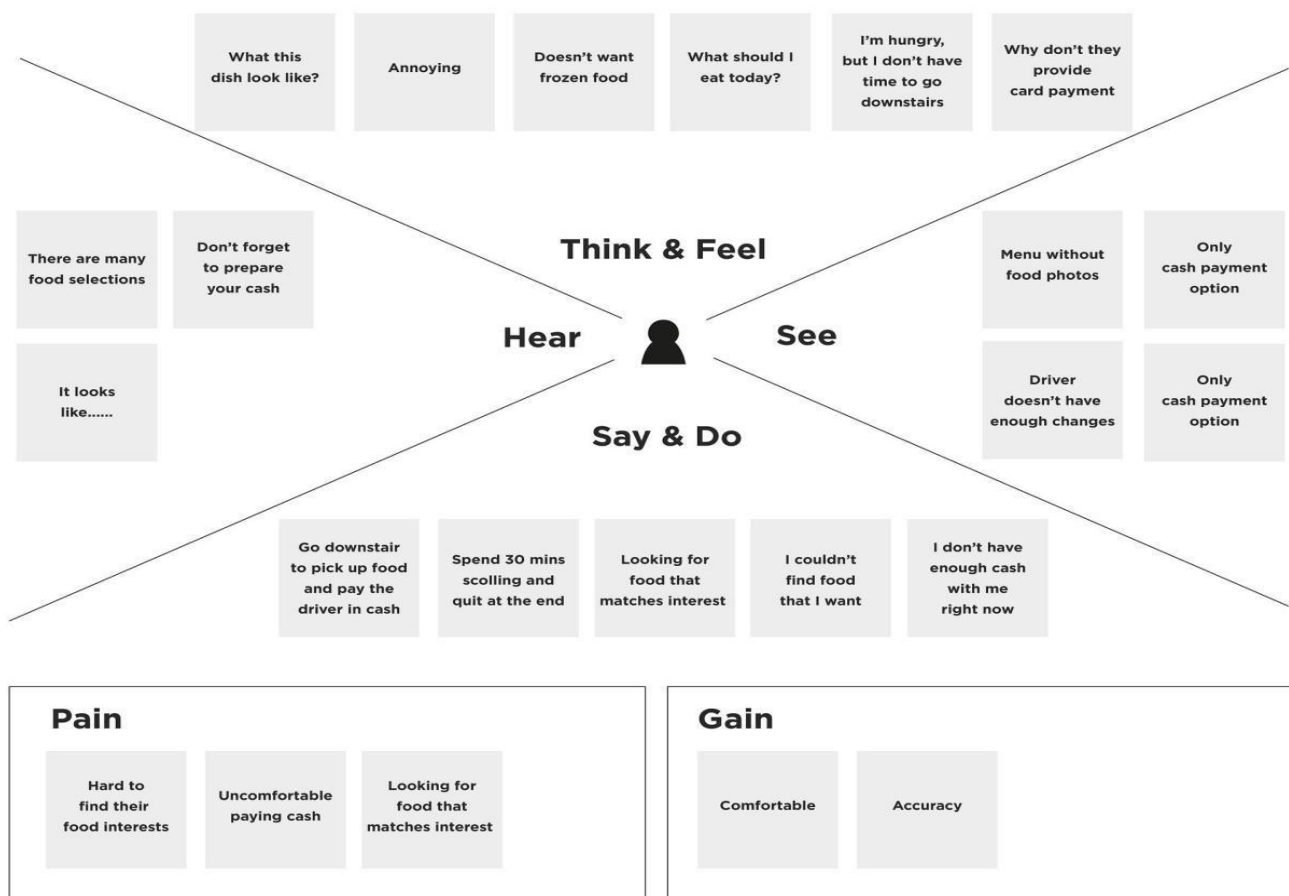
Date:	31st January 2026
Team ID:	LTVIP2026TMIDS79872
Project Name:	OrderOnTheGo: your on-demand food ordering solution
Maximum Marks:	4 Marks

Empathy Maps

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 help 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.

1. Empathy Map – Customer (Hungry User)

Target: College students and working professionals trying to order food online easily.



2. Empathy Map – Admin (Restaurant Manager)

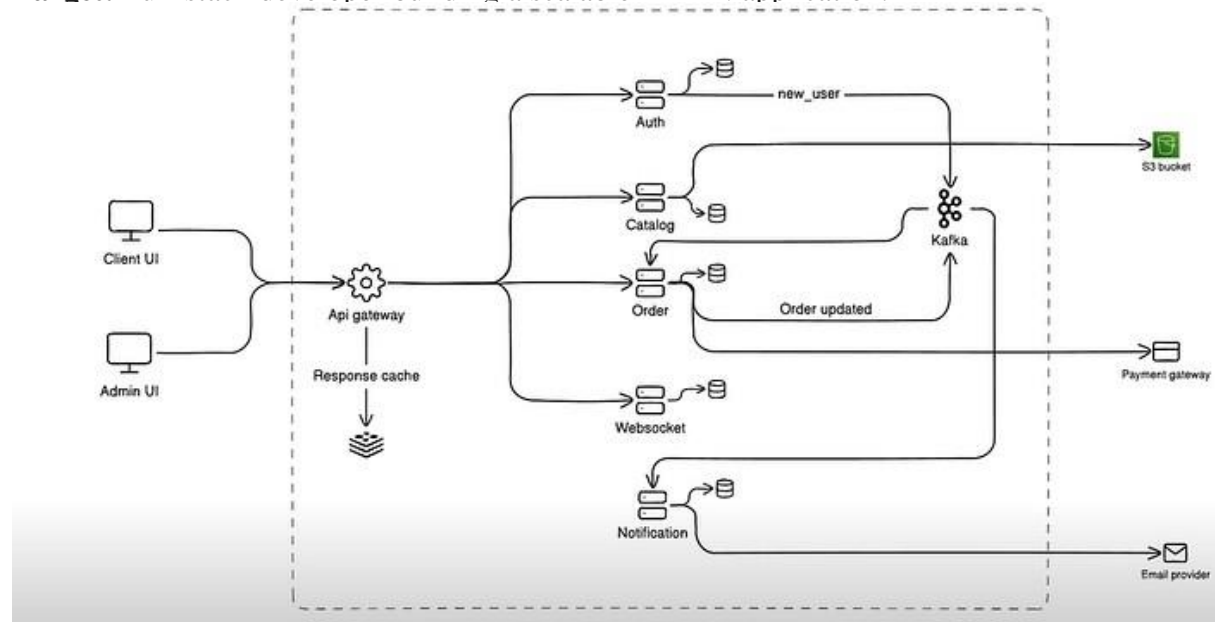
Target: Admin managing products and orders efficiently.

+1

Category	Details
THINK & FEEL	Needs smooth order management and accurate data tracking; wants to reduce manual work. +1
SEE	Incoming orders dashboard, sales analytics, and customer feedback.
SAY & DO	Updates food items, manages CRUD operations for products, and views reports.
HEAR	Staff feedback regarding manual process errors and customer complaints.
Category	Details
PAIN POINTS	Manual processes causing errors; no centralized system for management. +1
GAINS	Real-time order tracking and easy menu management through a dashboard.

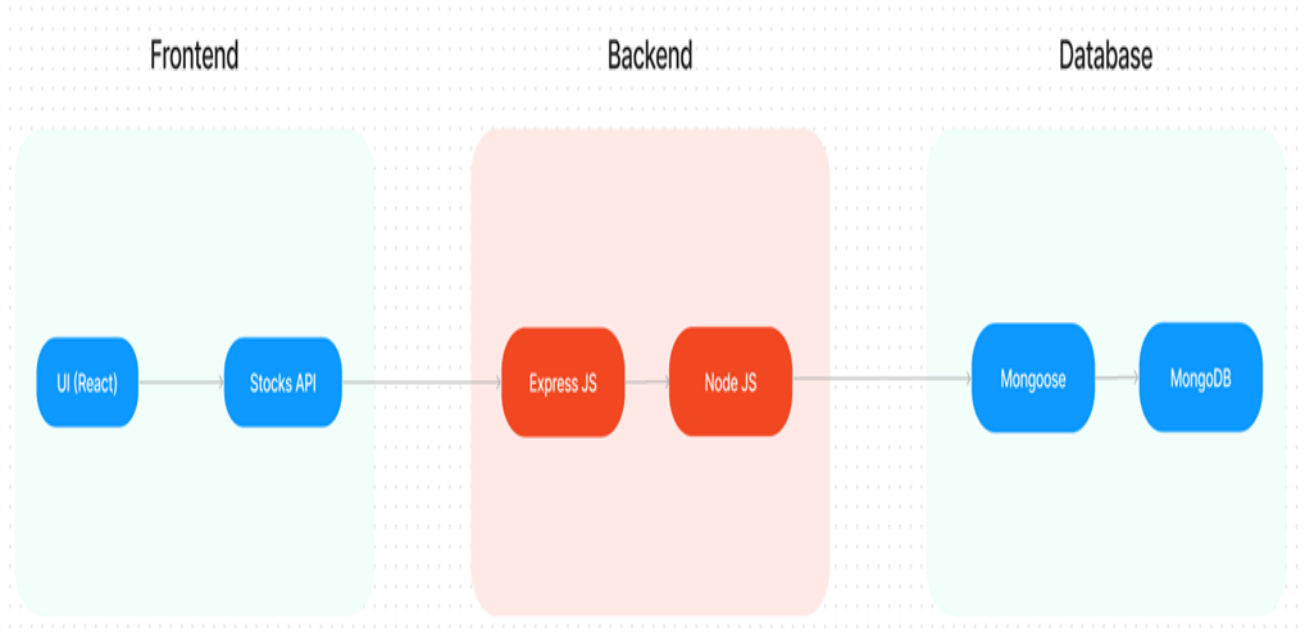
3. Empathy Map – Developer

Target: Full-stack developer building a scalable MERN application.



4. Technical System Architecture

To address the pain points identified, the system follows this structure:



- **Frontend:** Responsive UI using React.js.
 - **Backend:** Secure APIs using Express.js and Node.js.
 - **Database:** CRUD operations with MongoDB and Mongoose.
 - **Version Control:** Managed via Git and GitHub.
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