Ideation Phase
Empathize & Discover

Date	22 october 2023
Team ID	NM2023TMID07263
Project Name	Project – Indian Food EDA
Maximum Marks	4 Marks

Empathy Map :

SAYS
- What do users say about Indian food?
- Their comments, opinions, and feedback.

THINKS
- What thoughts and perceptions do they have about Indian cuisine?
- Their expectations and preconceived notions.

FEELS
- What emotions are associated with Indian food?
- Joy, excitement, nostalgia, curiosity, etc.

DOES
- What actions do they take regarding Indian cuisine?
- Cooking, ordering, exploring restaurants, sharing on social media.

HEARS
- What do they hear from others about Indian food?
- Recommendations, reviews, word-of-mouth.

PLEASURES
Determine the aspects of Indian cuisine that bring joy and satisfaction to the individual.

SEES
- What visuals are associated with Indian food in their mind?
- Images of dishes, restaurant interiors, cultural references.
.

GOALS
Long term aspirations connected to Indian cuisine

GAINS
Discovering new favourite dishes and expanding their culinary horizons.

PAINS
Difficulty in understanding the menu and dishes