

Ideation Phase
Empathy to discover

Date	02 NOVEMBER 2025
Team ID	D62F116B4D1897894BB441A9447B6D32
Project Name	To Supply Leftover Food to Poor
Maximum Marks	4 Marks

Empathy Map Sections

Details for Target User (Volunteer/Donor)

WHO are we empathizing with?

Food donors (restaurants, hotels) and volunteers distributing food.

What do they need to do?

Donate surplus food, manage pickups, and ensure timely delivery to those in need.

What do they see?

Excess food waste, lack of coordination, and low visibility in the donation process.

What do they say?

“We need a simple and fast way to donate leftover food.”

What do they do?

Manually call or message NGOs, leading to delays or food spoilage.

What do they hear?

“So much food is wasted that could help the hungry.”

What do they think and feel?

They are motivated to help but feel frustrated by the lack of an efficient and trusted system.

Pain Points

No central tracking system; slow, manual communication causes waste.

Gains

Automated donation handling, increased transparency, social recognition, and reduced waste.



Example :

In the food donation ecosystem, two primary stakeholders—**food donors** and **volunteers**—play crucial roles in bridging the gap between food wastage and hunger. Food donors, such as restaurants, hotels, and event organizers, often find themselves with surplus food that could be used to feed hungry people but lacks a proper channel for quick and efficient redistribution. Volunteers, on the other hand, are willing to assist in the food pickup and delivery process but often face challenges in identifying available donations or coordinating logistics.

Currently, both groups experience a lack of coordination which leads to frustration and inefficiencies. Donors often express a desire for an uncomplicated system that helps them donate food quickly, without the delays associated with manual communication. They see significant quantities of usable food going to waste despite their willingness to help. Volunteers face similar challenges—while motivated to serve, they are often hindered by the absence of a centralized system that tracks food availability and coordinates delivery routes.