

Ideation Phase

Empathize & Discover

Date	24 June 2025
Team ID	LTVIP2025TMID53161
Project Name	SB Foods - On-Demand Food Ordering Platform
Maximum Marks	4 Marks

Empathy Map Canvas:

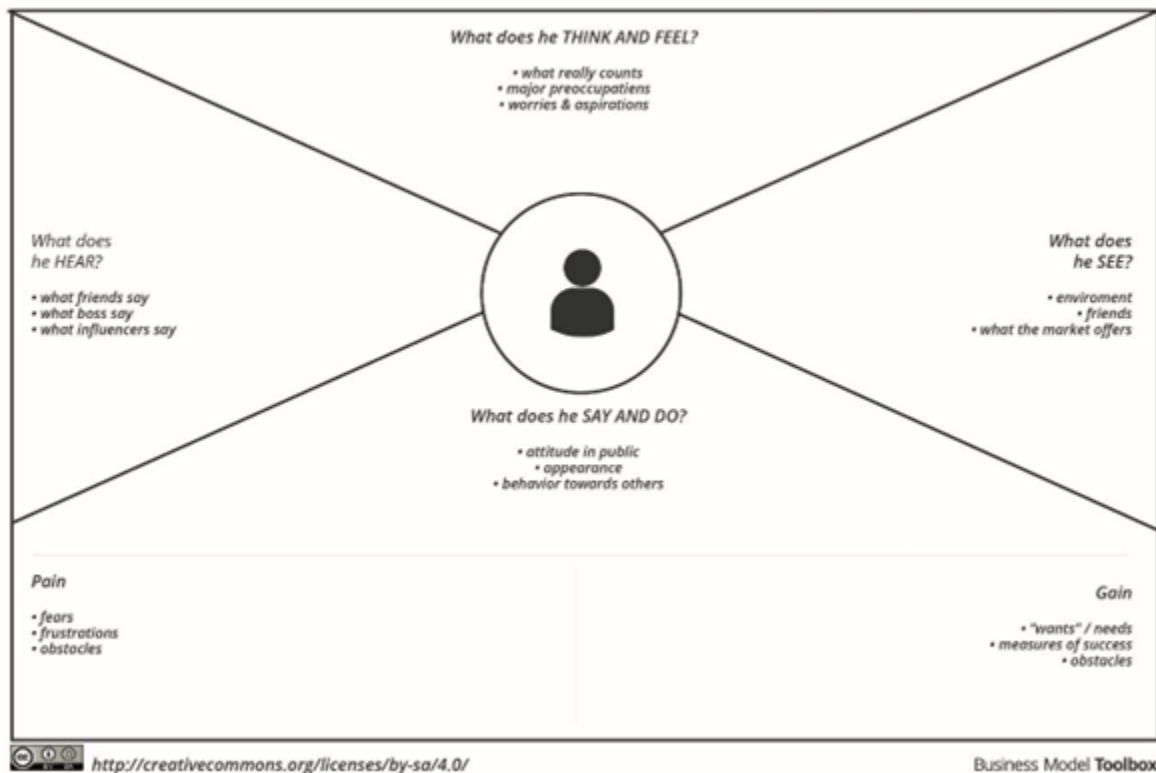
An empathy map is a simple, easy-to-digest visual that captures knowledge about a user's behaviours and attitudes.

It is a useful tool to helps 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.

Example:

Empathy Map



Target User: College Student / Late-Night Food Seeker

Section	Details
WHO are we empathizing with?	Lisa, a 21-year-old college student who often studies late into the night. Lives in a shared hostel room and doesn't have access to kitchen facilities after 10 PM.
What does she need to DO?	Order affordable, warm, and tasty food after midnight without spending too much time searching or leaving her study space.
What does she SEE?	- Limited food delivery options at night- Closed kitchen in hostel- Others ordering food earlier- Promotional ads of 24/7 food apps, but they don't deliver in her area

What does she SAY?	- “Why are there no places open after 12?”- “I wish I could just order something simple and fast.”- “I don't want to leave my desk or cook.”
What does she DO?	- Searches food apps for open restaurants- Scrolls Instagram or WhatsApp for local food sellers- Ends up eating snacks or skipping meals if nothing is available
What does she HEAR?	- “That place delivers till 1 AM but only takes cash.”- “Use this app – it sometimes works at night.”- “You should have ordered earlier.”
PAINS	- Hunger impacting concentration- Lack of trustworthy late-night options- Poor delivery reliability at night- Inconvenient payment or order failures
GAINS	- A reliable app showing open restaurants- Quick delivery, hot food- Easy digital payment- Loyalty points, discounts for students

Key Takeaways:

- The empathy map highlights user frustration from a personal and behavioral angle.
- It helps align your project decisions with what Lisa (your primary user persona) thinks, feels, and needs.
- This leads to designing features like late-night filters, trust badges, and instant checkout—exactly what users like her want.

Reference: <https://www.mural.co/templates/empathy-map-canvas>

Example: Food Ordering & Delivery Application

