Ideation Phase
Empathize & Discover

Date	18 April 2025
Team ID	SWTID1743782632
Project Name	Shopez
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.

Shopez - Empathy Map Canvas:

THINKS
- Is this product worth the price?
- Can I trust this website?
- Should I buy now or wait for a sale?
- Do I really need this?
- What if it doesn't fit/work?
- Is shipping too expensive?
- Are there better options elsewhere?

SEES
- Product images and videos
- Pricing information
- Reviews and ratings
- Related products
- Promotions and deals
- Navigation menus
- Brand messaging

DOES
- Searches for products
- Compares prices
- Reads reviews
- Adds items to cart
- Fills payment details
- Checks shipping options
- Abandons cart sometimes
- Returns to saved items

FEELS
- Excited about finding products
- Uncertain about purchase decisions
- Frustrated with complex checkout
- Anxious about sharing payment info
- Satisfied with good deals
- Overwhelmed by too many options
- Impatient with slow loading pages