

Ideation Phase

Empathize & Discover

Date	
Team ID	PNT2025TMID09483
Project Name	ShopEZ: E-commerce Application
Maximum Marks	4 Marks

Empathy Map Canvas:

"A visual tool to understand ShopEZ customers' thoughts, feelings, needs, and behaviors for better product and service design."

Empathy Map Canvas – ShopEZ: E-commerce Application

Use this canvas to map out what a typical ShopEZ user thinks, feels, says, and does during their shopping journey. This will guide product decisions that truly resonate with users' real needs and emotions:

 Customer Segment (Who are we empathizing with? Define a specific persona – e.g. "Budget: conscious millennial shopper") Name: Age: Location: Device used: Shopping purpose:	SAYS <ul style="list-style-type: none">• I want quick delivery without extra cost• 'I don't trust the product images fully• Why do I get so many irrelevant suggestions
FEELS <ul style="list-style-type: none">• Excited by good deals and offers• Frustrated by hidden charges• Anxious about product authenticity	DOES <ul style="list-style-type: none">• Compares multiple sites before buying• Filters by price and reviews• Often abandons the cart at checkout
PAINS <ul style="list-style-type: none">• Slow website load time• Complex checkout process• Lack of personalized suggestions	GAINS <ul style="list-style-type: none">• Fast and free delivery• Authentic, quality-assured products• Seamless mobile shopping experience
How to Use This Canvas <ul style="list-style-type: none">↓ Collaborate with teams: Use this during design sprints, user interviews, or product planning✓ Gather real insights: Update the canvas with data from customer feedback, surveys, or support tickets.☆ Drive decisions, Let customer empathy shape your features, UX, and messaging	