

Ideation Phase
Empathize & Discover

Date	31 January 2025
Team ID	LTVIP2026TMIDS79179
Project Name	ShopSmart – A Full-Stack Digital Grocery Store Web Application
Maximum Marks	4 Marks

User Persona: Working Professional / Online Grocery Customer

SAYS

- “I don’t have time to go grocery shopping after work.”
 - “I wish I could check product availability before visiting the store.”
 - “I want to compare prices easily.”
 - “Standing in long queues is frustrating.”
 - “I need a faster and easier way to buy groceries.”
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THINKS

- Worried about product freshness when ordering online.
 - Concerned about payment security.
 - Thinking about saving time and energy.
 - Wants reliable delivery without delays.
 - Looking for better convenience and comfort.
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SEES

- Crowded grocery stores during peak hours.
- Limited product information in physical stores.
- Busy work schedules and traffic.
- Other online shopping platforms for non-grocery items.
- Increasing digital transformation in other sectors.

HEARS

- Friends recommending online shopping apps.
 - Complaints about traffic and long billing queues.
 - Store announcements about out-of-stock items.
 - News about digital payments and e-commerce growth.
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DOES

- Makes last-minute grocery runs.
 - Calls stores to check stock availability.
 - Maintains handwritten shopping lists.
 - Compares prices manually between stores.
 - Struggles to carry heavy grocery bags home.
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FEELS

- Frustrated due to lack of time.
 - Tired after visiting crowded stores.
 - Stressed about forgetting essential items.
 - Curious about online grocery solutions.
 - Interested in convenient and modern shopping methods.
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Insights from Empathy Map

- Customers need convenience and time-saving solutions.
 - Real-time stock visibility is important.
 - Secure and trustworthy payment systems are essential.
 - Easy navigation and simple user interface are required.
 - Reliable delivery service increases trust.
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✓ Conclusion

The empathy mapping process helped us understand that customers primarily seek **convenience, time efficiency, and reliability** in grocery shopping.

This understanding led to the development of **ShopSmart**, a digital grocery store web application that addresses these needs through secure authentication, real-time cart updates, product search & filtering, and efficient order management.