

Ideation Phase

Empathize & Discover

Date	19 June 2025
Team ID	LTVIP2025TMID24654
Project Name	Shopez : one-stop shop for online purchases
Mentor Name	Dr Shaik Salma Begam
Maximum Marks	4 Marks

Shopez Empathy Map

What does the user THINK & FEEL?

- Wants a smooth, hassle-free shopping experience.
 - Worries about the security of their personal and payment information.
 - Feels frustrated when products are hard to find or when checkout is complicated.
 - Values good deals, fast delivery, and product variety.
 - Appreciates clear product information and honest reviews.
-

What does the user SEE?

- A wide range of products and categories on the Shoppez homepage.
 - Promotional banners and featured deals.
 - Product images, ratings, and prices.
 - Other users' reviews and ratings.
 - Occasional pop-ups or notifications about sales.
-

What does the user HEAR?

- Recommendations from friends or family about Shopez.
 - Social media ads or influencer promotions.
 - Customer support responses (if they reach out for help).
 - Notifications about order status or special offers.
-

What does the user SAY & DO?

- Searches for specific products or browses categories.
 - Adds items to the cart and compares options.
 - Reads reviews before making a purchase.
 - Shares feedback or reviews after buying.
 - Contacts support if there's an issue with an order.
-

PAIN (Challenges & Frustrations)

- Difficulty finding products due to poor search or navigation.
 - Slow or failed checkout process.
 - Concerns about payment security.
 - Lack of trust in product quality or delivery reliability.
 - Annoyance with out-of-stock items or unclear return policies.
-

GAIN (Goals & Benefits)

- Finds desired products quickly and easily.
- Enjoys a secure, fast, and reliable checkout.
- Receives timely updates and fast delivery.
- Feels confident in the quality of products and service.
- Experiences satisfaction and convenience, leading to repeat purchases.

EMPATHY MAP

IMAGECPT

