**Ideation Phase**

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| **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** |

**Empathize & Discover**

**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.

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**What does the user SEE?**

• A wide range of products and categories on the Shopez homepage.

• Promotional banners and featured deals.

• Product images, ratings, and prices.

• Other users’ reviews and ratings.

• Occasional pop-ups or notifications about sales.

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**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.

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**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.

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**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.

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**GAIN (Goals & Benefits)**

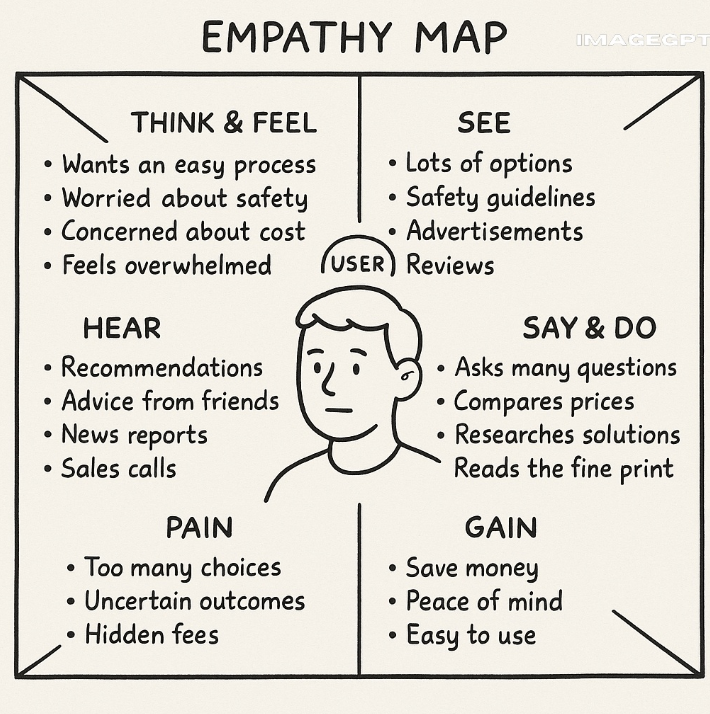
• Finds desired products quickly and easily.

• 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.

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