

Ideation Phase

Empathize & Discover

Date	16 May 2023
Team ID	NM2023TMID15643
Project Name	Intelligent people and vehicle counting system for secreteriat

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.

Project Motive :

The motive behind implementing an intelligent people and vehicle counting system for the secretariat is to enhance efficiency, accuracy, and user experience in parking management. By leveraging innovative technologies and data analytics the system aims to streamline the parking process, optimize space utilization, and provide real-time information to users. The goal is to alleviate parking challenges, reduce congestion, create a more sustainable and user- centric parking environment. Ultimately, the motive is to improve productivity, user satisfaction, and overall operational effectiveness at the secretariat.

Empathy map canvas

Use this framework to empathize with a customer, user, or any person who is affected by a team's work. Document and discuss your observations and note your assumptions to gain more empathy for the people you serve.

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Develop shared understanding and empathy

Summarize the data you have gathered related to the people that are impacted by your work. It will help you generate ideas, prioritize features, or discuss decisions.

What do they HEAR?
Type your paragraph...

Complaints & Frustrations:
Difficulty finding parking, associated frustrations.

Problems & Challenges:
Colleague/friend/family parking experiences.

Recommendations & Successes:
Positive stories about advanced parking systems.

Requests & Suggestions:
User desires reliable, user-friendly vehicle counting system.

What do they THINK and FEEL?
Type your paragraph...

PAINS
Type your paragraph...

GAINS
Type your paragraph...

THINK AND FEEL

What do they SEE?
Type your paragraph...

What do they SAY?
Type your paragraph...

What do they DO?
Type your paragraph...

Researching intelligent vehicle counting technologies.

Discussing parking challenges and ideas.

Seeking user-friendly, real-time system.

Anticipating a simplified and pleasant parking experience.

Confusing signage and wasted time.

Long queues and delays.

Inefficient manual counting methods.

Limited parking availability and congestion.

Researching intelligent vehicle counting technologies for the best solution.

Discussing parking challenges and ideas with colleagues.

Seeking a user-friendly, real-time system with accurate information.

Anticipating a simplified and pleasant parking experience.

Need some inspiration?
See 4 examples of how to use this tool to start your work.

[Open example](#)