Ideation Phase
Empathize & Discover

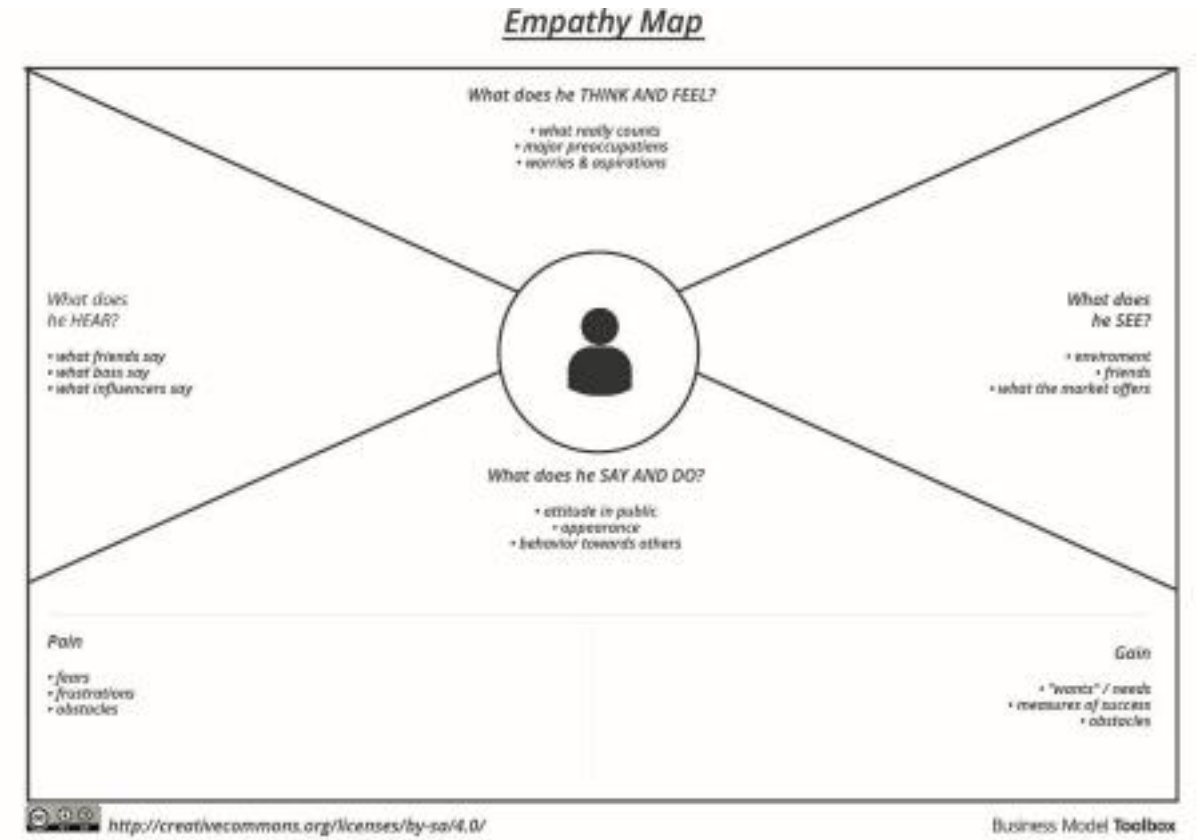
Date	19 September 2022
Team ID	PNT2022TMID592328
Project Name	Project - AI Enable car parking using OpenCV
Maximum Marks	4 Marks

Empathy Map Canvas:

An empathy map is a simple, easy-to-digest visual that captures knowledge about a user's behaviours and attitudes.

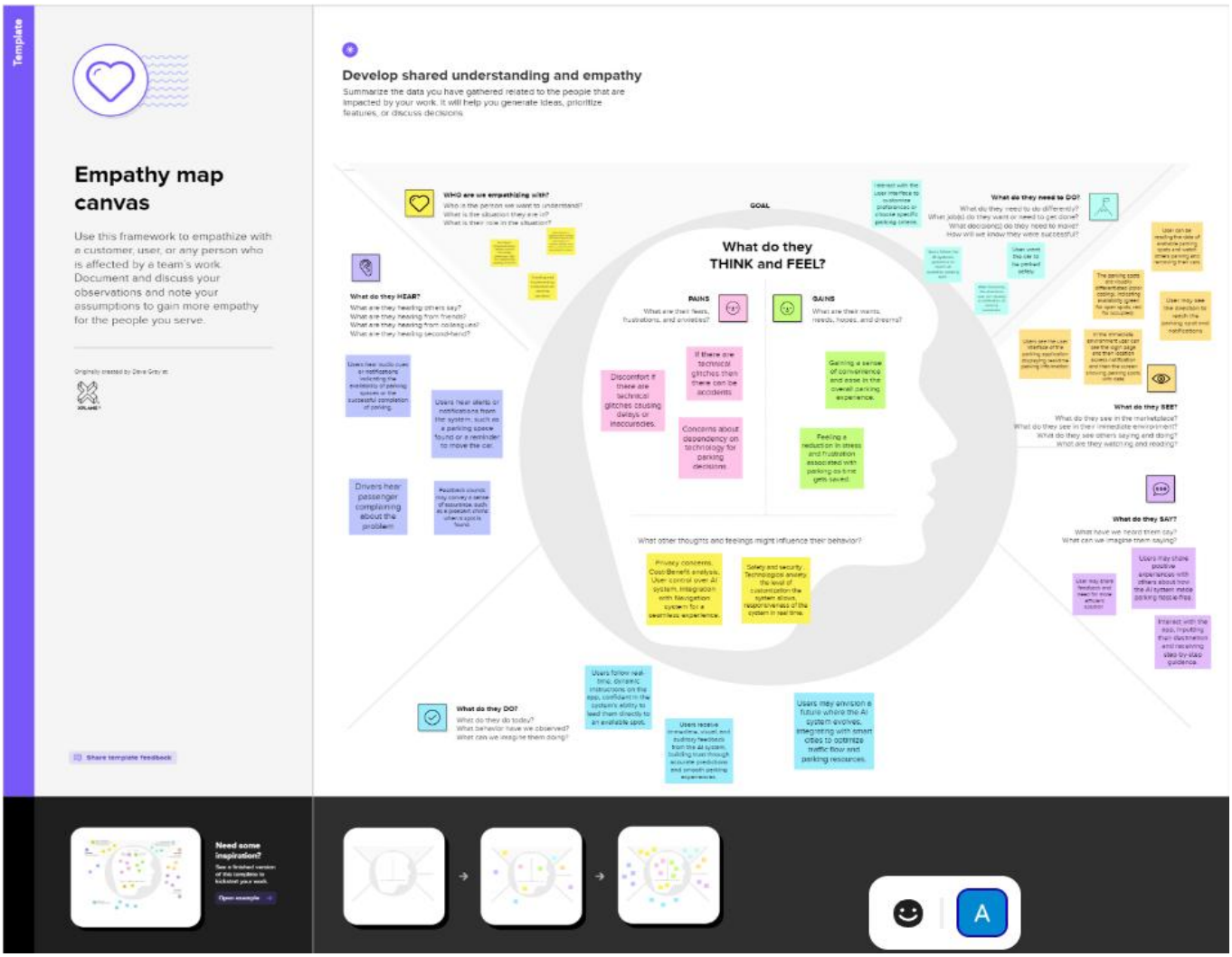
It is a useful tool to helps teams better understand their users.
Creating an effective solution requires understanding the true problem and the person who is experiencing it. The exercise of creating the map helps participants consider things from the user's perspective along with his or her goals and challenges.

Example:



Reference: https://www.mural.co/templates/empathy-map-canvas

Example: Food Ordering & Delivery Application



WHO are we empathizing with?

Who is the person we want to understand?
What is the situation they are in?
What is their role in the situation?

End Users- Individual drivers, Vehicle owners Potentially, passengers who are impacted by parking decisions

Searching for a parking space, dealing with other drivers and pedestrians in a crowded parking area, driver or vehicle owner operating the system.

Creating and Implementing innovative car parking solutions

What do they HEAR?

What are they hearing others say?
What are they hearing from friends?
What are they hearing from colleagues?
What are they hearing second-hand?

Vehicle owners
Potentially,
passengers who
are impacted by
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What do they HEAR?

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What are they hearing from colleagues?
What are they hearing second-hand?

Users hear audio cues or notifications indicating the availability of parking spaces or the successful completion of parking.

Users hear alerts or notifications from the system, such as a parking space found or a reminder to move the car.

Drivers hear passenger complaining about the problem

Feedback sounds may convey a sense of assurance, such as a pleasant chime when a spot is found.

Interact with the user interface to customize preferences or choose specific parking criteria.

What do they need to DO?

What do they need to do differently?
What job(s) do they want or need to get done?
What decision(s) do they need to make?
How will we know they were successful?

User can be reading the data of available parking spots and watch others parking and removing their cars

Users follow the AI system's guidance to reach an available parking spot.

User want the car to be parked safely

After foolowing the directions user will receive a notification of parking successful

The parking spots are visually differentiated (color coding), indicating availability (green for open spots, red for occupied).

User may see the direction to reach the parking spot and notifications

wants,
, and dreams?

Users see the user interface of the parking application displaying real-time parking information.

In the immediate environment user can see the login page and then location access notification and then the screen showing parking spots with data

What do they SEE?

What do they see in the marketplace?
What do they see in their immediate environment?
What do they see others saying and doing?
What are they watching and reading?

What are they watching and reading?

What do they SAY?

What have we heard them say?
What can we imagine them saying?

User may share feedback and need for more efficient solution

Users may share positive experiences with others about how the AI system made parking hassle-free.

Interact with the app, inputting their destination and receiving step-by-step guidance.

Safety and security - Technological anxiety - the level of concentration the system stores - responsiveness of the system in real time

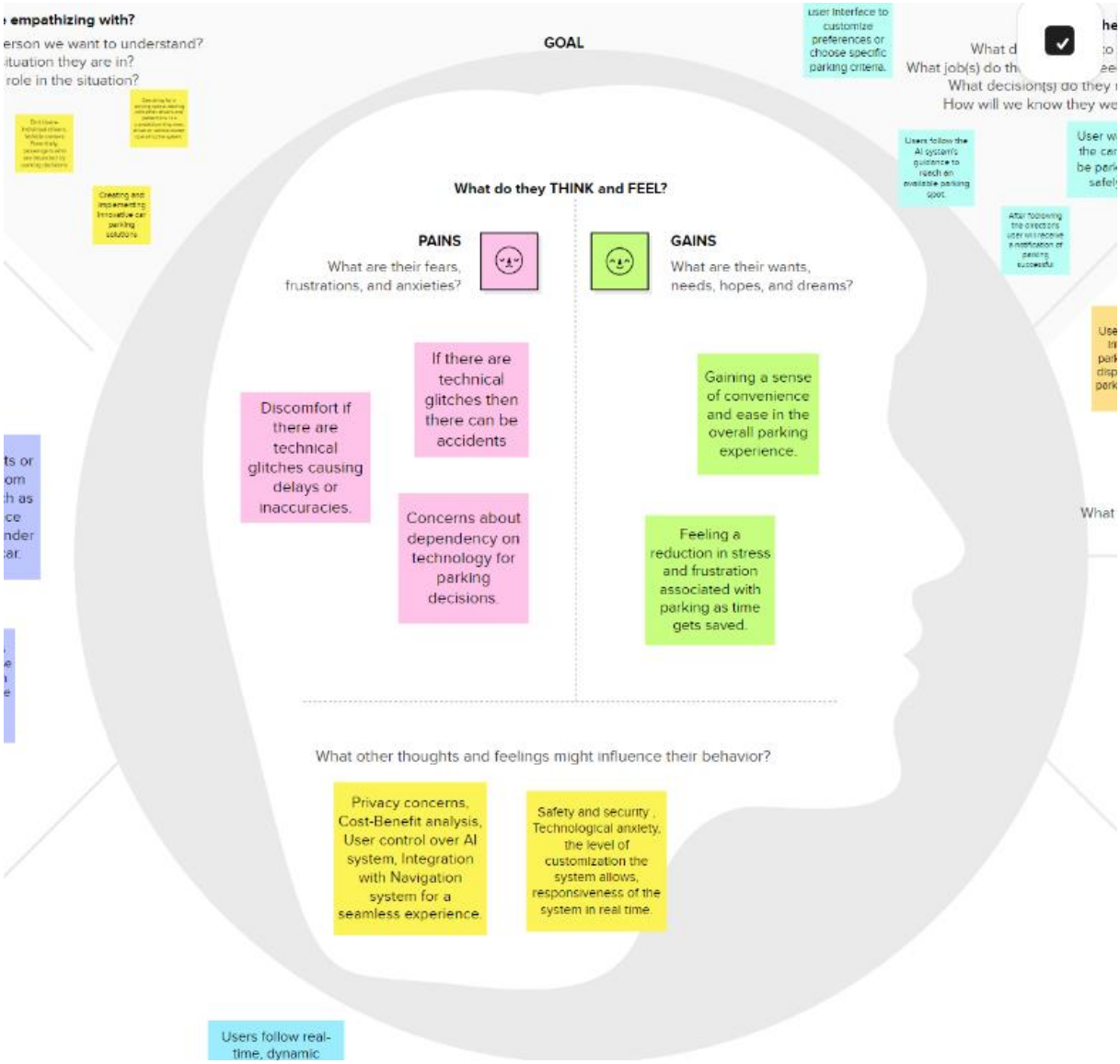
What do they DO?

What do they do today?
What behavior have we observed?
What can we imagine them doing?

Users follow real-time, dynamic instructions on the app, confident in the system's ability to lead them directly to an available spot.

Users receive immediate, visual, and auditory feedback from the AI system, building trust through accurate predictions and smooth parking experiences.

Users may envision a future where the AI system evolves, integrating with smart cities to optimize traffic flow and parking resources.


GOAL
What do they THINK and FEEL?
PAINS
What are their fears, frustrations, and anxieties?
GAINS
What are their wants, needs, hopes, and dreams?
Discomfort if there are technical glitches causing delays or inaccuracies.
If there are technical glitches then there can be accidents
Concerns about dependency on technology for parking decisions.
Gaining a sense of convenience and ease in the overall parking experience.
Feeling a reduction in stress and frustration associated with parking as time gets saved.
What other thoughts and feelings might influence their behavior?
Privacy concerns, Cost-Benefit analysis, User control over AI system, Integration with Navigation system for a seamless experience.
Safety and security , Technological anxiety, the level of customization the system allows, responsiveness of the system in real time.
Users follow real-time, dynamic