

## Ideation Phase

### Empathize & Discover

Date	31 May 2025
Team ID	LTVIP2025TMID60699
Project Name	Sustainable Smart City Assistant Using IBM Granite LLM
Maximum Marks	4 Marks

#### Empathy Map Canvas:

The **Empathy Map Canvas** is a strategic design-thinking tool used to build a deep, user-centered understanding of people’s experiences, needs, and behaviors. It helps teams visualize what a user says, thinks, sees, does, feels, and experiences — so they can craft meaningful solutions based on real human needs.

For our **Sustainable Smart City Assistant project**, the empathy map was a key step in the early phase of problem exploration. Since our goal was to create a personalized, data-driven sustainability assistant, it was crucial to **step into the shoes of actual city residents**, commuters, and eco-conscious users to understand their true motivations, frustrations, and expectations.

By engaging with this mapping process, we shifted our focus away from just features and technology and began understanding **what matters most to users** — accessibility, clarity, personalization, and trust. This helped us validate the need for features like real-time AQI tracking, smart notifications, localized eco tips, and a clean visual dashboard.

#### ✳ Breakdown of the Canvas (Customized to Our Project):

- **SAYS:** We captured real phrases and comments users might voice — like their desire for an all-in-one tool or their frustration with cluttered, outdated apps.
- **THINKS:** We explored the internal thoughts and worries of users who genuinely want to live sustainably but feel confused or unsupported by current digital tools.
- **SEES:** We mapped out what users see in their environment — scattered apps, government advisories, news alerts, or social media trends — that influence their perception.

- **DOES:** We outlined common user behaviors like checking AQI manually or uninstalling apps that don't meet expectations, reflecting their current struggles.
- **PAINS:** We identified the core problems users face, including lack of trustable data, poor personalization, language issues, and non-intuitive dashboards.
- **GAINS:** Finally, we envisioned what success looks like for them — an app that makes sustainable living simple, localized, and empowering.

