**Ideation Phase**

**Empathize & Discover**

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| 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phrases and comments users might voice — like their desire for an all-in-one tool or their frustration with cluttered, outdated apps.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.

