


Ideation Phase

Empathize & Discover

Date	19 September 2022
Team ID	PNT2022TMID29273
Project Name	Project - Emerging Methods for Early Detection of Forest Fires
Maximum Marks	4 Marks


Empathy Map Canvas:

Template



Empathy map canvas

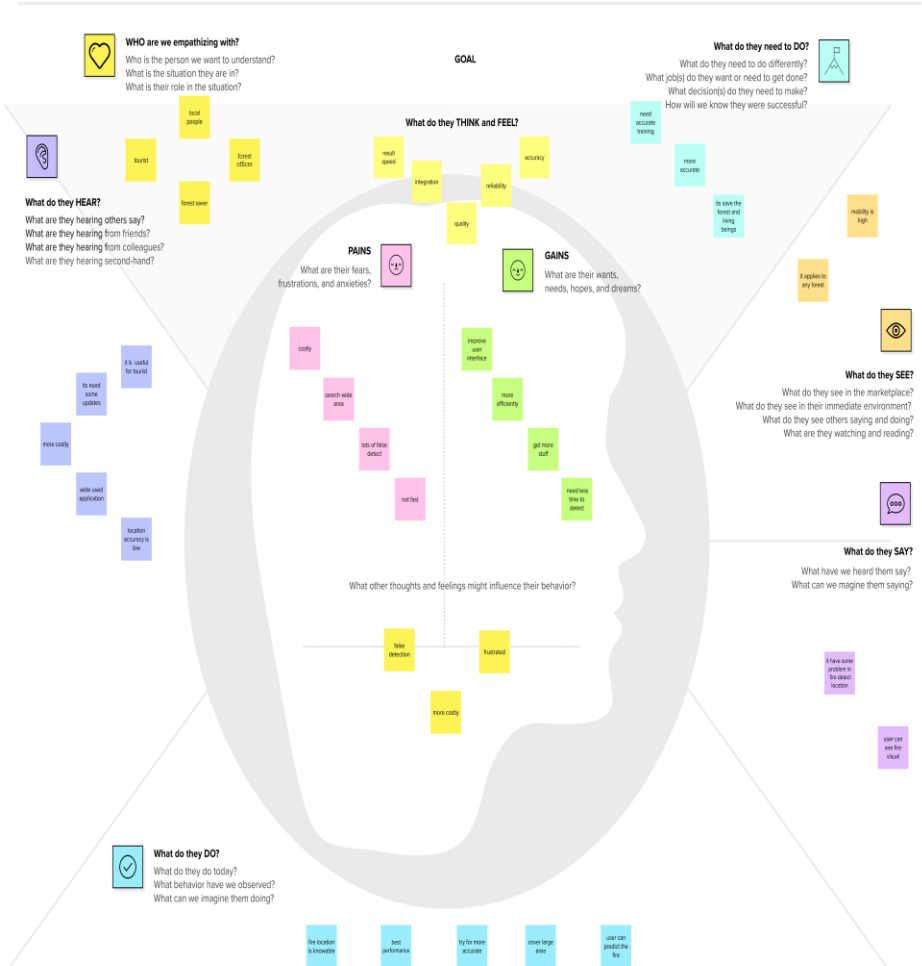
Use this framework to empathize with a customer, user, or any person who is affected by a team's work. Document and discuss your observations and note your assumptions to gain more empathy for the people you serve.

Originally created by Dave Gray at 

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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.



The diagram is a large silhouette of a human head in profile, facing right. It is divided into several sections by lines, each with a title and a set of questions. The sections are:

- WHO are we empathizing with?** (Top left): Who is the person we want to understand? What is the situation they are in? What is their role in the situation?
- What do they HEAR?** (Middle left): What are they hearing others say? What are they hearing from friends? What are they hearing from colleagues? What are they hearing second-hand?
- What do they DO?** (Bottom left): What do they do today? What behavior have we observed? What can we imagine them doing?
- What do they THINK and FEEL?** (Center): This section is divided into **PAINS** (What are their fears, frustrations, and anxieties?) and **GAINS** (What are their wants, needs, hopes, and dreams?). Below this is a section for **What other thoughts and feelings might influence their behavior?**
- What do they need to DO?** (Top right): 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?
- What do they SEE?** (Middle right): 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 do they SAY?** (Bottom right): What have we heard them say? What can we imagine them saying?