


Ideation Phase

Empathize & Discover

Date	19 September 2022
Team ID	PNT2022TMID28246
Project Name	Emerging methods for early detection of forest fires
Maximum Marks	4 marks

Empathy Map Canvas:

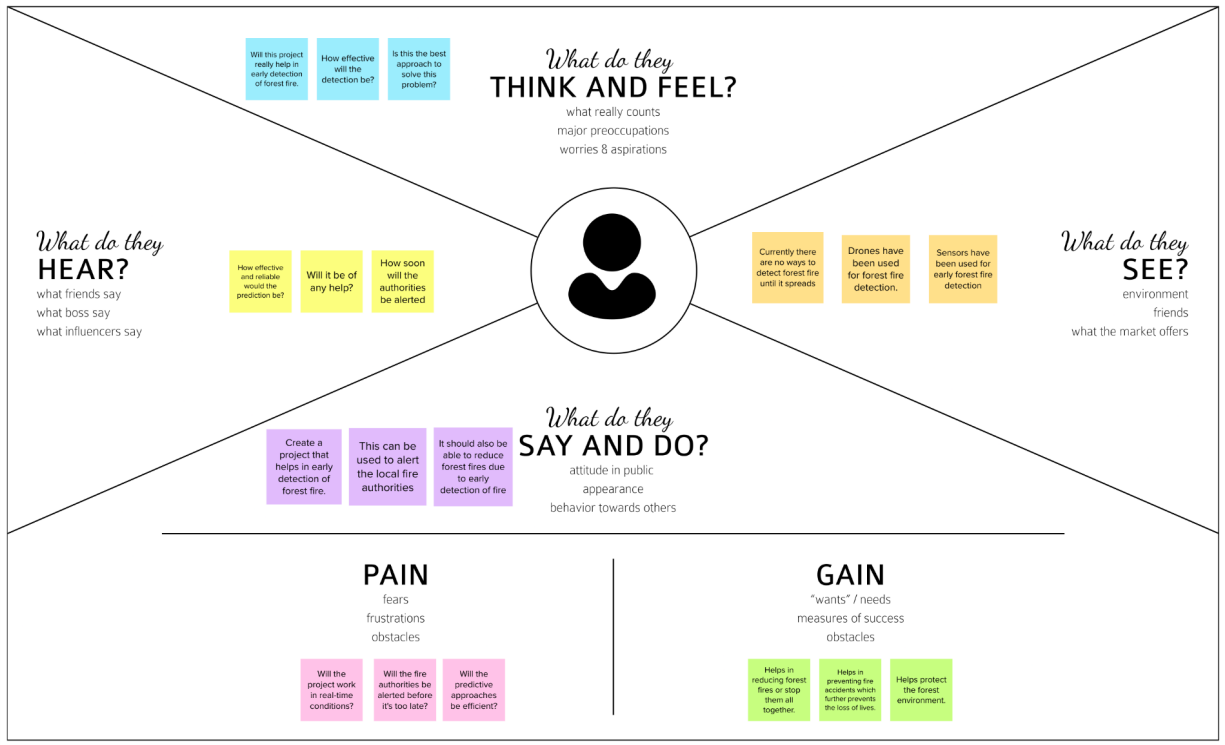
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Empathy Map Canvas

Gain insight and understanding on solving customer problems.

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Build empathy and keep your focus on the user by putting yourself in their shoes.



The Empathy Map Canvas is a tool for understanding user needs and pain points. It is divided into four quadrants around a central user icon, with a bottom section for PAIN and GAIN.

- THINK AND FEEL?** (Top): what really counts, major preoccupations, worries & aspirations. Includes boxes: "Will this project really help in early detection of forest fire?", "How effective will the detection be?", "Is this the best approach to solve this problem?".
- HEAR?** (Left): what friends say, what boss say, what influencers say. Includes boxes: "How effective and reliable would the prediction be?", "Will it be of any help?", "How soon will the authorities be alerted".
- SEE?** (Right): environment, friends, what the market offers. Includes boxes: "Currently there are no ways to detect forest fire until it spreads.", "Drones have been used for forest fire detection.", "Sensors have been used for early forest fire detection".
- SAY AND DO?** (Bottom): attitude in public, appearance, behavior towards others. Includes boxes: "Create a project that helps in early detection of forest fire.", "This can be used to alert the local fire authorities", "It should also be able to reduce forest fires due to early detection of fire".
- PAIN** (Bottom Left): fears, frustrations, obstacles. Includes boxes: "Will the project work in real-time conditions?", "Will the fire authorities be alerted before it's too late?", "Will the predictive approaches be efficient?".
- GAIN** (Bottom Right): "wants" / needs, measures of success, obstacles. Includes boxes: "Helps in reducing forest fires or stop them all together.", "Helps in preventing fire accidents which further prevents the loss of lives.", "Helps protect the forest environment."

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