

Ideation Phase

Empathize & Discover

Date	19 September 2022
Team ID	PNT2022TMID00837
Project Name	Project - Industry-specific intelligent fire management system
Maximum Marks	4 Marks

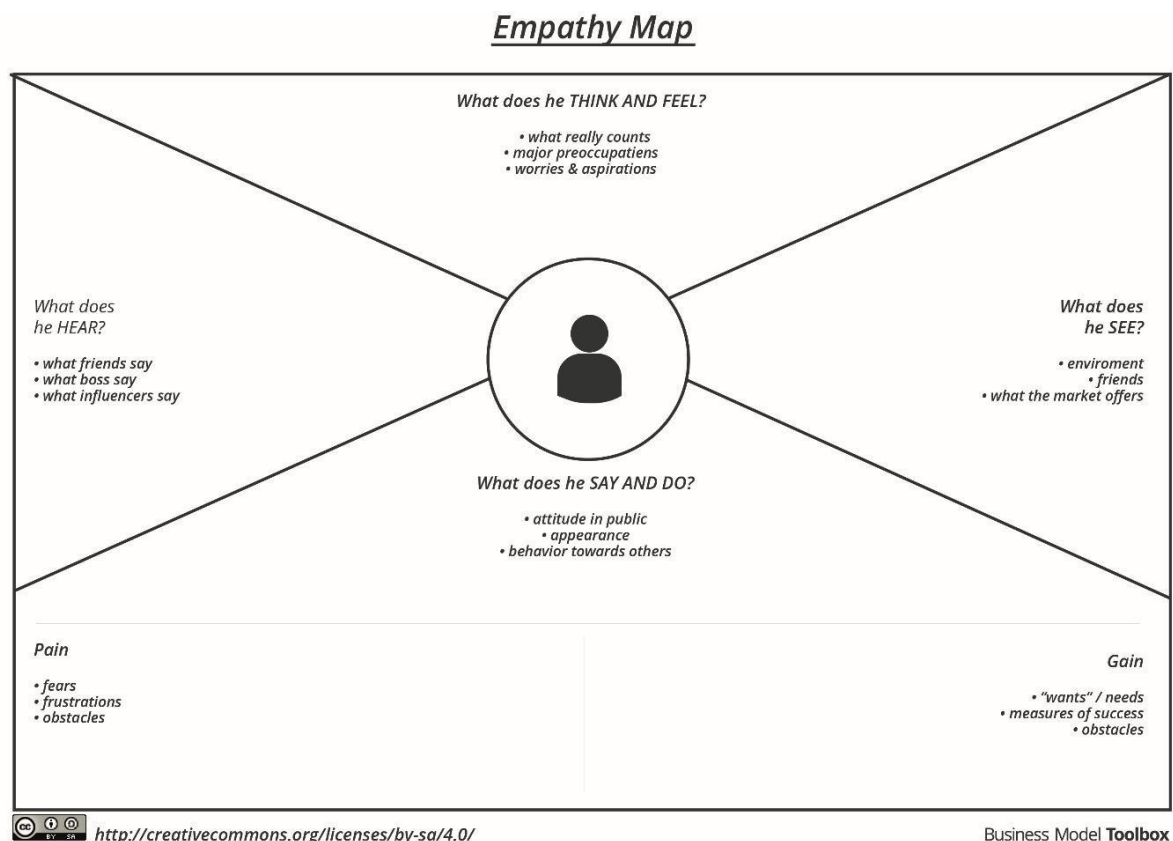
Empathy Map Canvas:

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 help teams better understand their users.

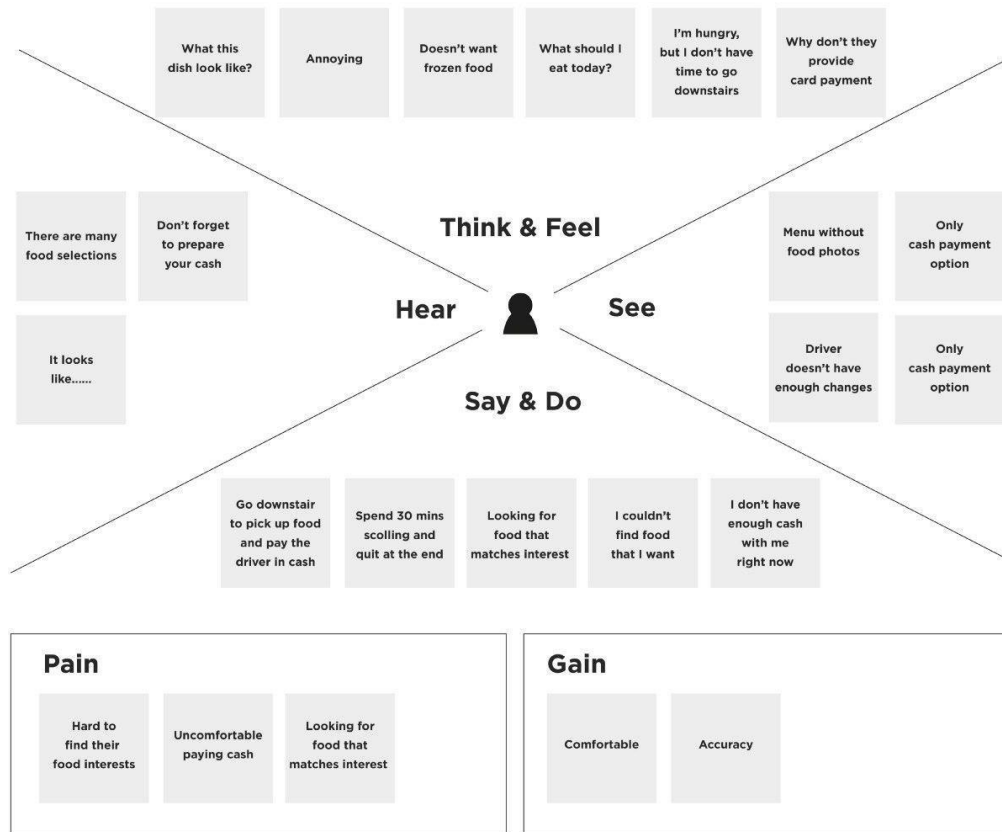
Creating an effective solution requires understanding the true problem and the person who is experiencing it. The exercise of creating the map helps participants consider things from the user's perspective along with his or her goals and challenges.

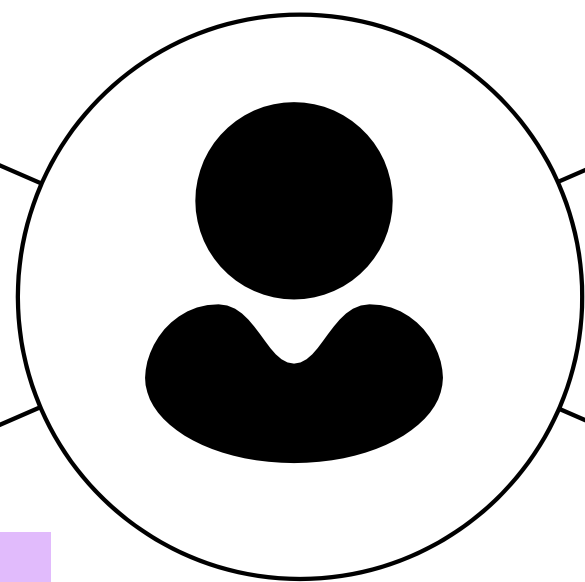
Example:



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

Example: Food Ordering & Delivery Application





What do they **THINK AND FEEL?**

what really counts
major preoccupations
worries & aspirations

Will there be
fire?

Product
sustainability

What do they **SEE?**

environment
friends
what the market offers

Low effort
maintenance

Less IOT
components

What do they **SAY AND DO?**

attitude in public
appearance
behavior towards others

"Everyone
practices fire
drill"

"Don't worry
we have a
fire
extinguisher"

To avoid fire
at any cost

Can we
prevent it
before
happening?

can we
overcome a
mass
property loss?

Endorsement

Colleague
recommendation

What do they **HEAR?**

what friends say
what boss say
what influencers say

It's effective
system

PAIN

fears
frustrations
obstacles

Cost
effective

High
installation
rate

High
allocation of
property

GAIN

"wants" / needs
measures of success
obstacles

Minimum
property
loss

No loss of
life

Detects
overheating
in database
server, etc..