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Ideation Phase
Empathize & Discover

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Date	20 September 2022
Team ID	PNT2022TMID26592
Project Name	Hazardous Area Monitoring for Industrial Plant powered by IoT
Maximum Marks	4 Marks

Empathy Map Canvas:

1.An empathy map is a simple, easy-to-digest visual that captures knowledge about a user'sbehaviours and attitudes.

2. An **empathy map canvas** serves as a foundation for outstanding user experiences, which focus on providing the experience customers want rather than forcing .

3.An empathy map canvas **helps brands provide a better experience for users by helping teams understand the perspectives and mindset of their customers**. Using a template to create an empathy map canvas reduces the preparation time and standardizes the process so you create empathy map canvases of similar quality.

Empathy Map Canvas

Hazardous Area Monitoring for Industrial Plant Powered by IOT

What do they THINK AND FEEL?
what really counts
major preoccupations
worries & aspirations

- Personnel have a sense of insecurity over their health due to hazards
- The industry needs the personnel to give maximum effort
- Personnel in the industry need a sense of security
- Monitoring of health and timely feedbacks are of paramount importance
- Anxious personnel will always be in alert mode looking for possible threats

What do they HEAR?
what friends say
what boss say
what influencers say

- Researchers contradict the safety promises made by the industrial corporates
- Families of these personnel also voice their concerns over the dangers they encounter
- The safety of the working personnel are taken as responsibility of the Industry

What do they SEE?
environment
friends
what the market offers

- The surrounding of these personnel has a large potential for life-risking dangers
- The sense of personal safety is missing in the devices available in market
- The devices in the market measures safety parameters in fixed locations
- The Workers working in industry see the health issues on their colleagues

What do they SAY AND DO?
attitude in public
appearance
behavior towards others

- The industry needs to monitor these parameters centrally
- They want personal safety devices that can monitor individual parameters

PAIN
fears
frustrations
obstacles

- Personalized IOT devices are harder to connect with a central station as the devices are in motion
- The devices must include all necessary features but still be wearable/light-weight
- The IOT device parameters needs to continuously monitored using appropriate software
- Just measuring Temperature is not sufficient, Must include Gas sensors

GAIN
"wants" / needs
measures of success
obstacles

- Large market space for sale
- Enhance the confidence of workforce and hence the quality of production
- Can be used in all sorts of industries including construction sites