

Ideation Phase
Empathize & Discover

Date	21-10-22
Team ID	PNT2022TMID52011
Project Name	Project - Real Time River Water Quality Monitoring and Control 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.

Empathy Map :

Real Time River Water Quality Monitoring and Control System is as follows:



Empathy map

Use this framework to develop a deep, shared understanding and empathy for other people. An empathy map helps describe the aspects of a user's experience, needs and pain points, to quickly understand your users' experience and mindset.

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Build empathy

our direct customer is the **Government** who approves and guarantee the project and our direct customer is the people who utilise the river water for different purposes like Irrigation, domestic supply, power supply etc. the aim of our project is to meet the demand qualitatively and quantitatively.

See

What have we heard them say?
What are we imagining them saying?

unhappy about their local environment

Dumping of waste in river water leads to discussion

longing of initiation by government to clean the water

The ways in which they can eradicate water pollution



pains: shortage of quality water

usage of unhygienic water

GAINS: clean and healthy environment

needs: program to create awareness among people

promotes agriculture and sufficient waste for domestic and industrial purpose

free from industrial and E-waste as well diseases



What their attitude and a profile is compared with user persona



usage of plastic bags

Disposal of domestic waste

consumption of such aquatic creatures.

preventive action from people

proper knowledge on pollution and its causes

danger of aquatic lives and plants



spreading of diseases such as diarrhea

hepatitis A, Dysentery, cholera and polio etc...

initiatives by Government and awareness program

Feels

What are their fears, frustrations, and desires? What other feelings might influence their behavior?

Do

What behavior have we observed?
What are we imagining them doing?