

WHO are we empathizing with?

Who is the person we want to understand?
What is the situation they are in?
What is their role in the situation?

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e in the situation?

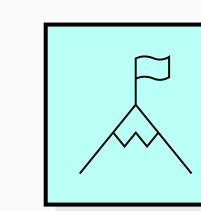
Industries



What do they need to DO?

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?

Maintanence





What do they HEAR?

What are they hearing others say?
What are they hearing from friends?
What are they hearing from colleagues?
What are they hearing second-hand?

Gaining Knowledge on IOT

Precautions that should be taken

Pollution Control Department



PAINS

What are their fears, frustrations, and anxieties?



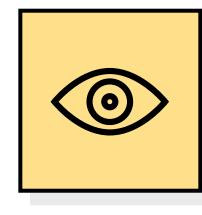
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GAINS

What are their wants, needs, hopes, and dreams?

Research &

Development



No measurements taken Leak Notification

Not being able to identify gas leakage

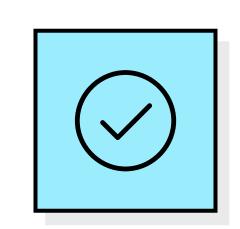
Automatic
Transfer
Stoppage

What do they SEE?

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?

Leakage in Pipes

Explosions that occur



What do they DO?

What do they do today?
What behavior have we observed?
What can we imagine them doing?



Sharing the knowledge