Ideation Phase

Empathize and Discover

Date	19 September 2022
Team ID	PNT2022TMID28778
Project Name	Project – Real time river water quality monitoring and control system
Maximum Marks	4 Marks

Empathy map how efficiently it can What do they THINK AND FEEL? what this product what really counts major preoccupations worries 8 aspirations What do they What do they HEAR? SEE? what friends say environment what boss say friends working nature of system in real time what influencers say what the market offers What do they SAY AND DO? attitude in public appearance behavior towards others **GAIN PAIN** "wants" / needs frustrations measures of success obstacles obstacles