## Ideation Phase Empathize & Discover

Date	19 September 2022
Team ID	PNT2022TMID35869
Project Name	Smart Waste Management For Metropolitan
	Cities
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 helps 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 FOR WASTE MANAGEMENT** What do they THINK AND FEEL? what really counts major preoccupations Plastic Bags and Bottles ir Ponds and lakes worries & aspirations Always carry a bag while तुत्रुह going to a shop What do they What do they HEAR? SEE? unmanaged dustbins what friends say what boss say We are killing friends what influencers say to live Landfills filled with Tons of Waste What do they SAY AND DO? attitude in public appearance RECYCLE behavior towards others PAIN GAIN frustrations asures of success obstacles Saves the earth and