

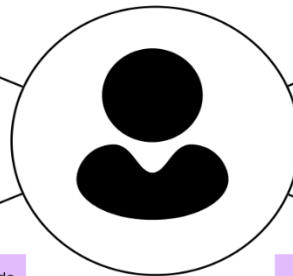
IDEATION PHASE

Empathy Map

BATCH	B12-6A2E
TEAM ID	PNT2022TMID01722
TEAM MEMBERS	GOWTHAMRAJ - 7376191EC148 (Team Lead) KARTHICK RAJ BHARATHI - 7376191EC181 KARUNRAJ - 7376191EC184 KAVI RAAJ - 7376191EC185
PROJECT	Gas Leakage Monitoring & Alerting System for Industries

What do they THINK AND FEEL?

what really counts
major preoccupations
worries & aspirations



What do they SAY AND DO?

attitude in public
appearance
behavior towards others

Various
sources of
the service

Different
models of
the
technology

Affordable
cost and
proper
quality
service

A trusted
service that
ensures their
safety

Necessary
Precautions
should be in
place

Have a safe
workplace

A proper
area and
need to
implement
the service

Regular
maintenance
and quality
assurance

Easy
access to
the services

A need to
implement
and use the
technology

Problems
faced in
daily life

Services
used by
their friends

What do they HEAR?

what friends say
what boss say
what influencers say

Information
through
friends,
family &
colleagues

News,
Internet,
accident
reports

Different
social
media
platforms

Multiple
advertisements
and promotions

May provide
a positive or
negative
review

May embrace
the usage of
the service

Offers
provided by
the
competitors

Existing
technology
and
services

What do they SEE?

environment
friends
what the market offers

Environmental
& Social factors

Effectiveness
of the service
in their
industry

PAIN

fears
frustrations
obstacles

Failure in the
functioning of
the system

High cost and
complex
technology

No awareness
about the use
of the service

No proper
place to
implement
the service

Poor
customer
support

Improper
maintenance
& guidance

Low quality
services &
products

GAIN

"wants" / needs
measures of success
obstacles

Affordable
cost &
services

High quality
services &
products

Proper
maintenance
& guidance

Good
customer
support

Actual
leakage
detection in
real time

Proper
analysis &
correction of
mistakes &
errors

A successful
& effective
service