# Ideation Phase Empathize & Discover

Date	19 September 2022		
Team ID	PNT2022TMID06193		
Project Name	Gas Leakage monitoring & Alerting system for		
	Industries		
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.

### **Example: Gas Leakage monitoring & Alerting system for Industries**

#### DOES IT WORK FOR ANY GAS? HOW CAN What do they WE CHECK THE GAS THINK AND FEEL? LEAKAGE? MAITAN ADMIN GET THE QUALITY major preoccupations QUICK ALERT What do they What do they PREVENT HARMLESS **HEAR?** SEE? GAS POLLUTION what the market offers what influencers say REAL TIME ALERT THROUGH SMS ECO DATA ACCESS FRIENDLY What do they MOSTLY ACCURATE SAY AND DO? POLLUTION FREE appearance behavior towards others PAIN GAIN "wants" / needs measures of success frustrations LEAKAGE COST IS obstacles CAN OCCUR ANY TIME

## **Empathy Map**

Reference: <a href="https://www.mural.co/templates/empathy-map-canvas">https://www.mural.co/templates/empathy-map-canvas</a>