

Ideation Phase

Empathize & Discover

Date	27 June 2025
Team ID	LTVIP2025TMID60548
Project Name	Sustainable Smart City Assistant Using IBM Granite LLM
Maximum Marks	4 Marks

Empathy Map Canvas:

The Empathy Map Canvas highlights the perspectives of two primary users of the *Sustainable Smart City Assistant*: the **city administrator** and the **citizen**.

City administrators are responsible for monitoring sustainability, managing citizen feedback, analyzing policies, and planning infrastructure. However, they often face challenges like fragmented data, manual processes, and limited citizen engagement. Mapping their thoughts, actions, and needs helps us design AI-driven tools that simplify their work and support sustainable decision-making.

Citizens, on the other hand, care about their environment but often feel disconnected from city governance. They find current reporting systems slow or ineffective, and lack access to clear, actionable eco-advice. This empathy mapping reveals their desire for quick, transparent solutions and personalized, AI-powered support.

By understanding both user personas, we ensure the assistant serves as a powerful, inclusive platform for smarter governance and active citizen participation.

Example:

The Empathy Map Canvas for the *Sustainable Smart City Assistant Using IBM Granite LLM* explores two key users: the city administrator and the citizen.

◆ THINK & FEEL

- City Administrator: Feels overwhelmed by disconnected systems, manual analysis, and sustainability pressures. Thinks better AI tools could simplify planning and decision-making.
- Citizen: Feels unheard and disconnected from city governance. Thinks their input doesn't make a difference, yet wants to contribute to a greener city.

◆ SAY & DO

- City Administrator: Says, "We need real-time insights" and frequently reviews KPIs, uploads policy docs, and attends planning sessions.
- Citizen: Says, "Why isn't the city listening?" They report issues (if possible), seek environmental tips, and discuss local problems with neighbors.

◆ HEAR

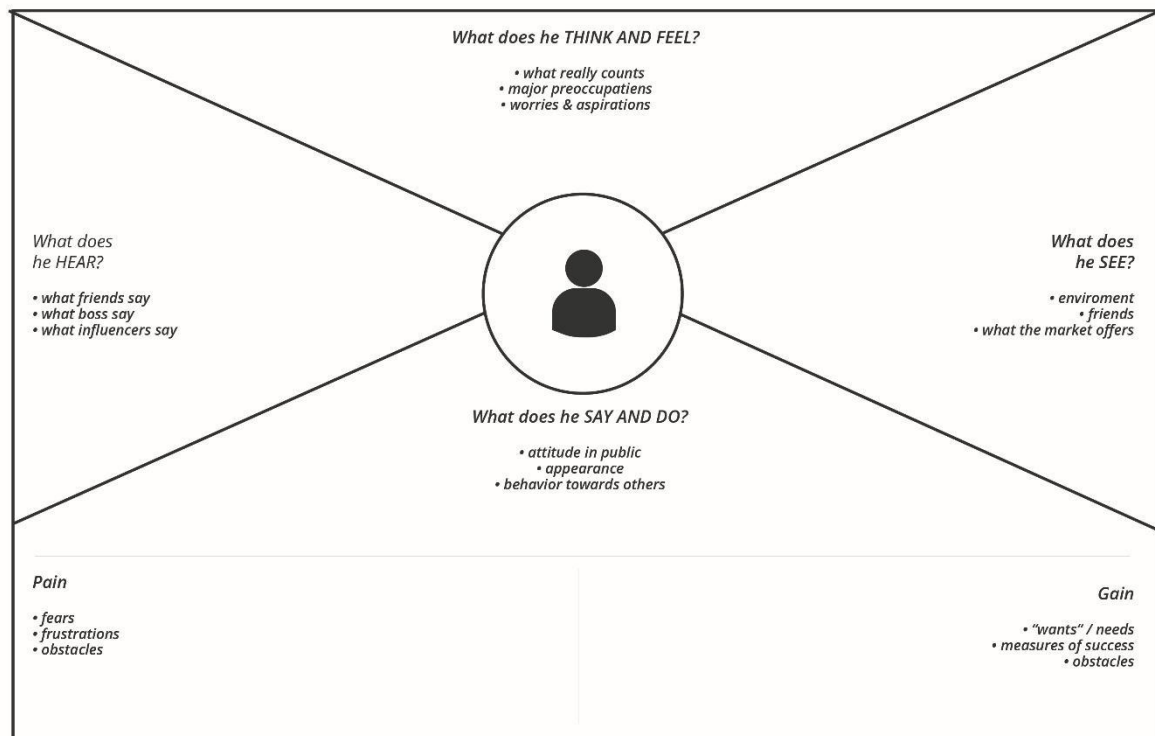
- City Administrator: Hears concerns from residents and pressure from higher authorities for sustainability results and transparency.
- Citizen: Hears about climate change, civic issues in local news, and talks with peers about poor urban services.

◆ SEE

- City Administrator: Sees fragmented dashboards, unstructured documents, and delayed reports.
- Citizen: Sees unresolved civic issues, limited city updates, and minimal involvement in sustainability initiatives.

This mapping helps us deeply empathize with both users, shaping the assistant into a platform that supports real-time data analysis, AI summarization, citizen engagement, and sustainability education — ultimately building smarter, greener cities through inclusive, tech-driven urban governance.

Empathy Map



<http://creativecommons.org/licenses/by-sa/4.0/>

Business Model **Toolbox**

Reference: <https://www.mural.co/templates/empathy-map-canvas>

