

Ideation Phase

Empathize & Discover – Empathy Map

Date	26 May 2025
Team ID	LTVIP2025TMID30991
Project Name	Sustainable Smart City Assistant Using IBM Granite LLM
Maximum Marks	4 Marks

Target User :

Urban Citizen / Resident

1. Thinks and Feels

- Wants to live in a cleaner, greener, and more sustainable environment.
 - Feels civic issues are often ignored or unresolved.
 - Believes that adopting sustainable habits is important but difficult.
 - Feels overwhelmed by technical government policies and reports.
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2. Sees

- Uncollected garbage and poor waste management in public areas.
 - Unexplained increases in utility bills like electricity and water.
 - Lengthy and complex policy documents that are hard to understand.
 - Occasional awareness campaigns or posters related to sustainability.
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3. Says

- "There should be a better way to report civic issues."
- "I don't understand half of these policies."
- "I want to live more sustainably but I don't know how."
- "Why can't we get daily eco-tips or suggestions tailored to us?"

4. Hears

- Complaints from neighbors and friends about urban problems.
- Media coverage on environmental issues and resource wastage.
- School or college initiatives promoting sustainability.
- Conversations about the lack of proper digital tools in civic systems.

5. Gains (What the user wants to achieve)

- A simple and fast way to report issues to city authorities.
- Personalized sustainability tips for daily life.
- Summarized versions of policies for better understanding.
- Awareness of resource usage patterns in their area.

6. Pains (User's frustrations and challenges)

- Inaccessible or ineffective complaint systems.
- Lack of insights into utility usage and anomalies.
- No centralized platform for policy information.
- Difficulty in understanding and applying sustainable practices.