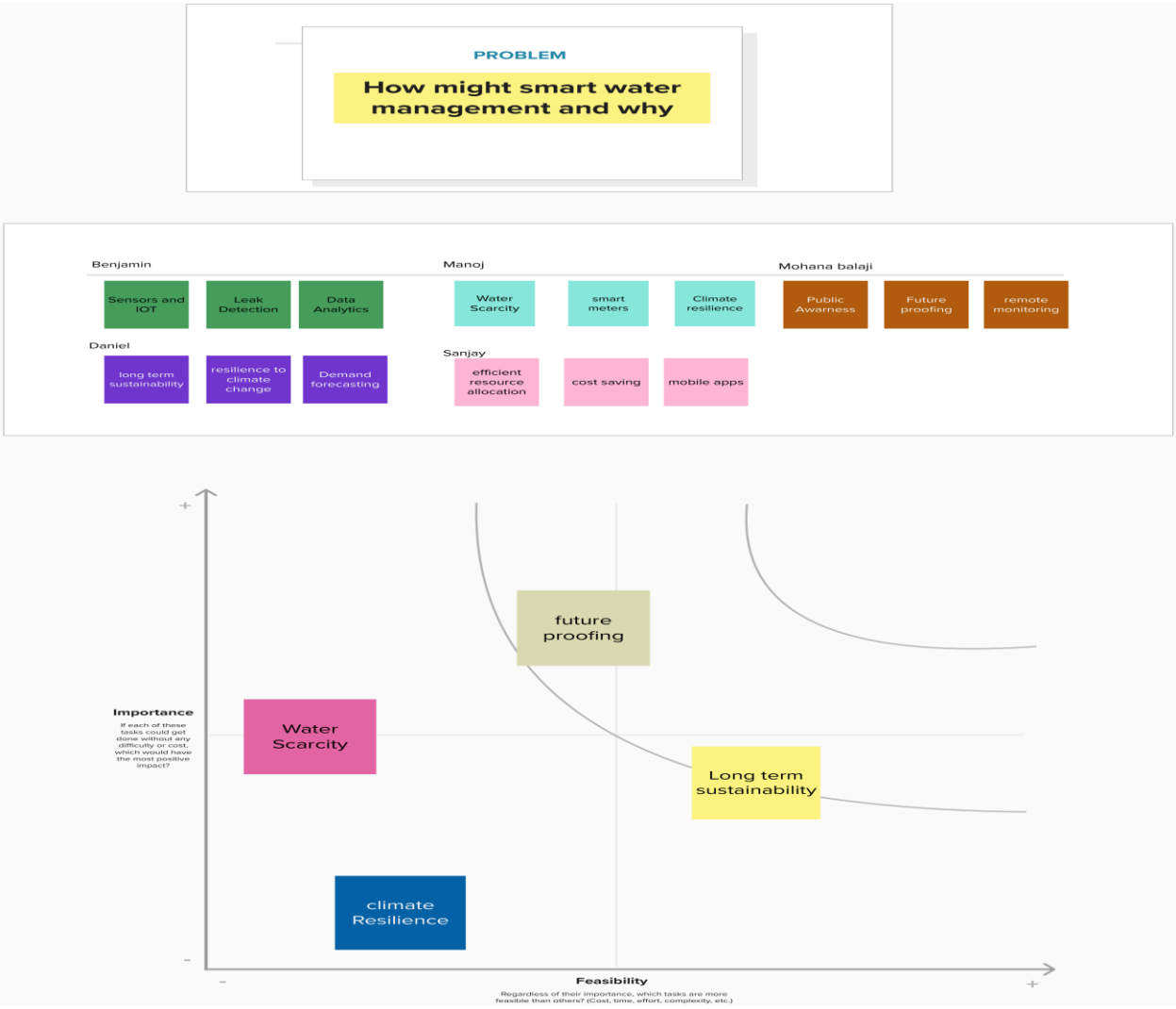
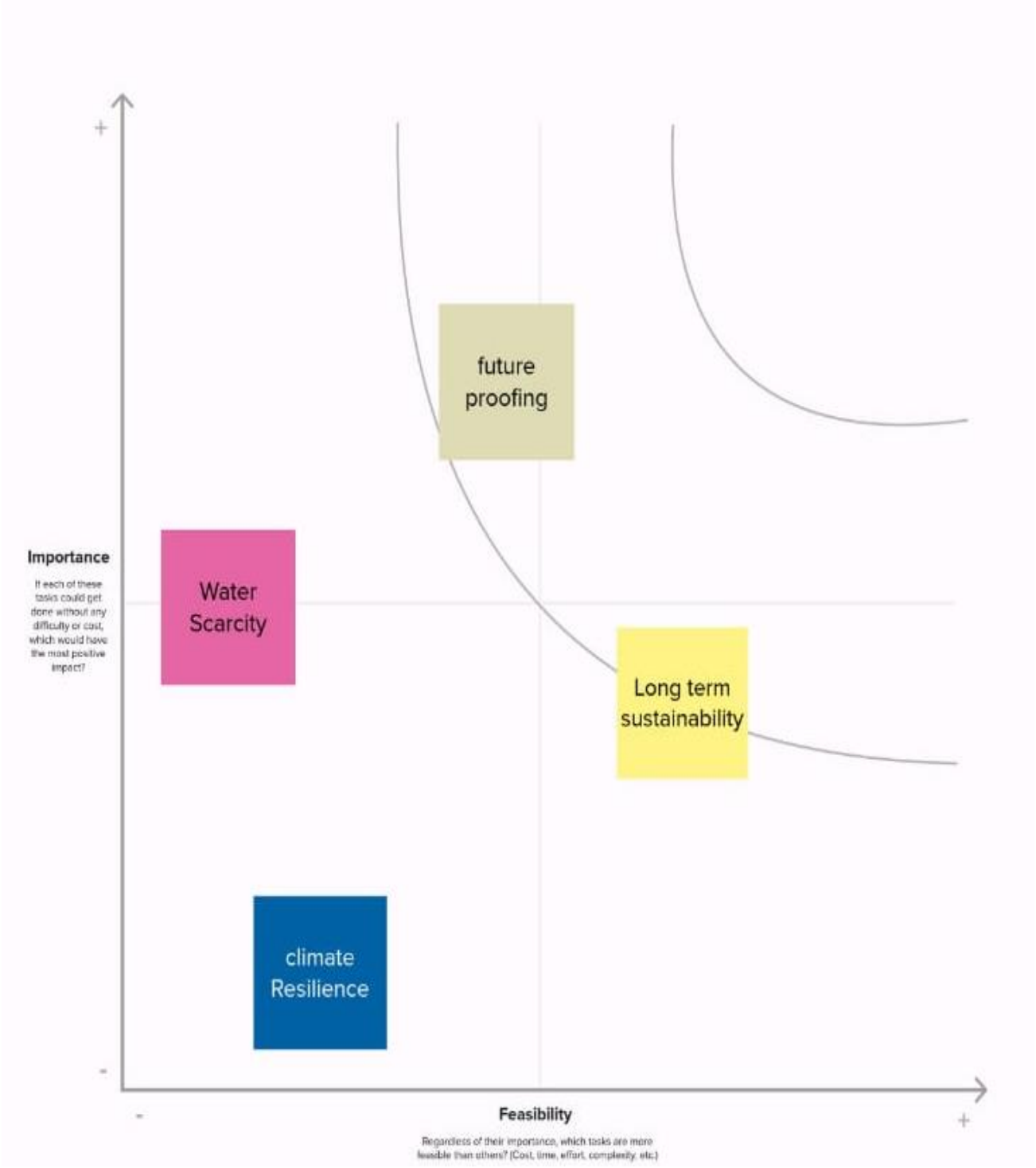
Ideation Phase Brainstroming

Date	09 October 2023
Team ID	456
Project Name	4123-Smart Water Management
Team Name	Proj_227234_Team_2
Team Members	5




+
future proofing
Importance
If each of these tasks could get done without any difficulty or cost, which would have the most positive impact?
Water Scarcity
Long term sustainability
climate Resilience
-
-
Feasibility
+
Regardless of their importance, which tasks are more feasible than others? (Cost, time, effort, complexity, etc.)

Ideation Phase

Define the Problem Statements

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Consumer Problem Statement Template:

Design and implement a smart water system that efficiently monitors, manages, and conserves water resources in a given area, addressing challenges such as water wastage, leak detection, and ensuring equitable distribution while incorporating real-time data analysis and user-friendly interfaces for both consumers and water management authorities."

This problem statement outlines the main objectives and challenges that need to be addressed when developing a smart water system.

Says:

"I want a water system that's easy to use."

"I wish I could track my water consumption."

"I hope it helps me save money on my water bill."

Does:

Monitors water usage in real-time.

Sends alerts about leaks or unusual water consumption.

Provides data and insights about water consumption patterns.

Feels:

Frustrated about high water bills.

Anxious about potential water leaks or wastage.

Relieved when they can control and monitor their water usage.

Thinks:

"How can I reduce my water usage?"

"Is there a leak somewhere?"

"I need a system that integrates with my smartphone."

I am	Describe customer with 3-4 key characteristics - *who are they?*	Describe the customer and their attributes here
I'm trying to	*List their outcome or "job" the care about - what are they trying to achieve?*	List the thing they are trying to achieve here
but	Describe what problems or barriers stand in the way – *what bothers them most?*	Describe the problems or barriers that get in the way here
because	Enter the "root cause" of why the problem or barrier exists – *what needs to be solved?*	Describe the reason the problems or barriers exist
which makes me feel	Describe the emotions from the customer's point of view – *how does it impact them emotionally?*	Describe the emotions the result from experiencing the problems or barriers

Reference: https://miro.com/templates/customer-problem-statement/

Example:

Problem Statement (PS)	**I am (Customer)**	**I'm trying to**	**But**	**Because**	**Which makes me feel**
PS-1	Consumer	Save water system	I need a system that integrates with my smartphone	I wish I could track my water consumption	Relieved when they can control and monitor their water usage.
PS-2	Consumer	Control the unusual water consumption	The monitors water usage in real-time	To reduce water usage	Send alerts about leaks or unusual water consumption.

PS-3	consumer	Control water leaks	There is a leak somewhere	The humans are anxious about potential water leaks	Frustrated about high water bills.

Ideation Phase
Empathize & Discover

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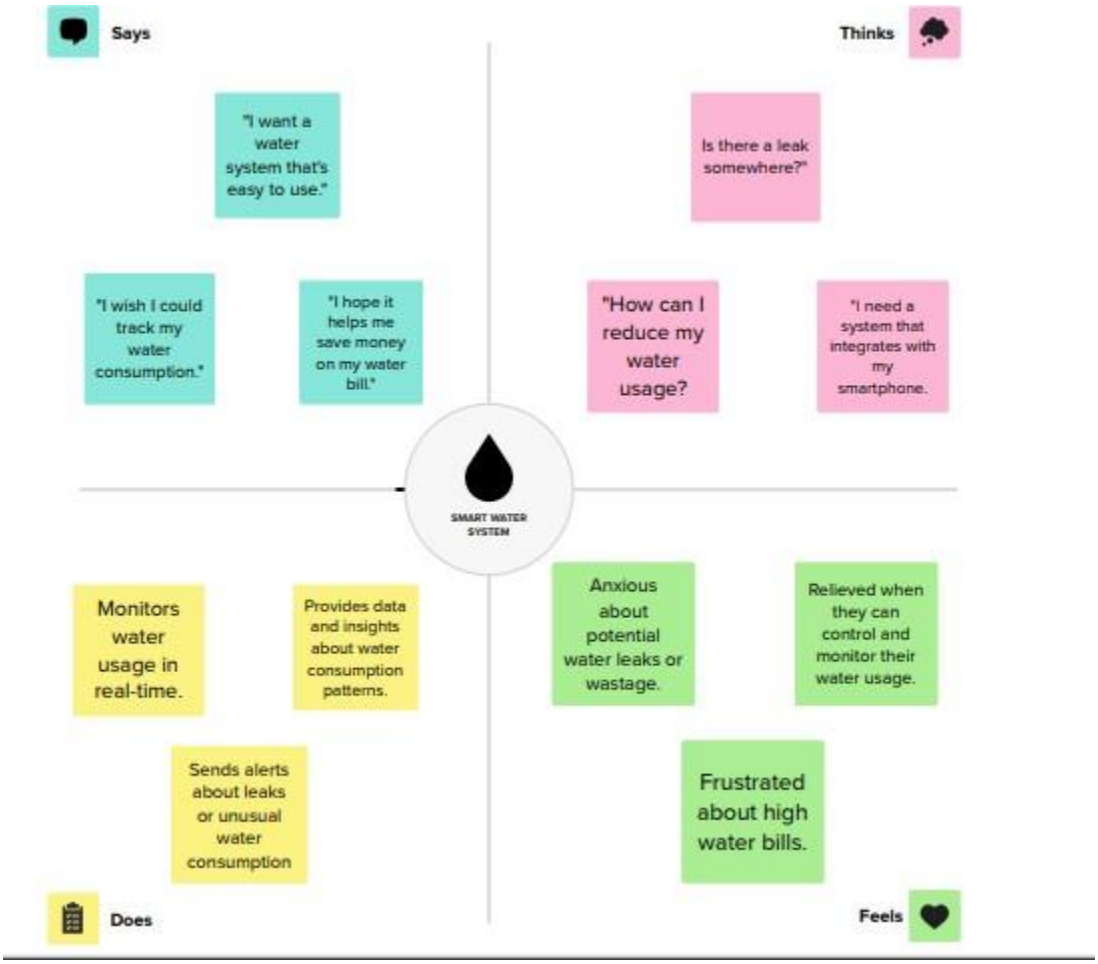
EMPATHY MAP:



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