

## Ideation Phase

### Empathize & Discover

Date	17 May 2023
Team ID	NM2023TMID22560
Project Name	Project - AI Enabled Car Parking using openCV
Maximum Marks	4 Marks

#### Empathy Map Canvas:

During the empathize and discover phase, you need to deeply understand the needs, challenges, and preferences of your target users and stakeholders. This phase involves conducting research, interviews, and observations to gather insights. Here are some steps to guide you through this phase:

#### Identify the Key Stakeholders:

Determine who will be directly involved in or affected by the AI-enabled car parking system.

This may include car owners, parking lot operators, facility managers, and maintenance staff.

#### Conduct User Research:

Interview car owners to understand their pain points, preferences, and expectations related to car parking.

Observe parking lot operations to identify inefficiencies, bottlenecks, and areas for improvement.

Gather feedback from parking lot operators and facility managers regarding their current challenges and desired features.

#### Define User Personas:

Create user personas based on the research findings to represent different types of car owners and stakeholders.

Include details such as demographics, behaviors, goals, motivations, and pain points.

#### Identify User Needs and Pain Points:

Analyze the research data to identify common needs and pain points of car owners and parking lot operators.

Look for recurring themes and patterns to gain a deeper understanding of their challenges.

Explore Existing Solutions:

Study existing car parking systems and technologies, both AI-enabled and conventional.

Evaluate their strengths, weaknesses, and areas where improvements can be made.

Identify any potential gaps in the market that your AI-enabled solution can address.

Synthesize Findings:

Consolidate the research findings into key insights and themes.

Highlight the most critical user needs, pain points, and opportunities for improvement.

Prioritize the insights based on their relevance and potential impact on the development of your AI-enabled car parking system.