

Ideation Phase Empathize & Discover

Date	06 May 2023
Team ID	NM2023TMID14436
Project Name	IoT based Weather Adaptive Street Light System
Maximum Marks	4 Marks

Empathy Map Canvas:

Empathy Map Canvas

Designed for: _____ Designed by: _____ Date: _____ Version: _____

The diagram is a large rectangle divided into seven numbered sections around a central face. The face has a large circle for the head, a smaller circle for the ear on the left, and a jagged line for the mouth on the right. The sections are as follows:

- 1 WHO are we empathizing with?**
Who is the person we want to understand?
What is the situation they are in?
What is their role in the situation?
- 2 What do they need to DO?**
What do they need to do differently?
What job(s) do they want or need to get done?
What decision(s) do they need to make?
How will we know they were successful?
- 3 What do they SEE?**
What do they see in the marketplace?
What do they see in their immediate environment?
What do they see others saying and doing?
What are they watching and reading?
- 4 What do they SAY?**
What have we heard them say?
What can we imagine them saying?
- 5 What do they DO?**
What do they do today?
What behavior have we observed?
What can we imagine them doing?
- 7 What do they THINK and FEEL?**
This section is divided into two sub-sections:
 - PAINS**
What are their fears, frustrations, and anxieties?
 - GAINS**
What are their wants, needs, hopes and dreams?
- 6 What do they HEAR?**
What are they hearing others say?
What are they hearing from friends?
What are they hearing from colleagues?
What are they hearing second-hand?

Below the face, there is a line for additional notes: "What other thoughts and feelings might motivate their behavior?"

Last updated on 16 July 2017. Download a copy of this canvas at <http://gamestorming.com/empathy-map/> © 2017 Dave Gray, xplains.com

1. Say/Do:

- What does the user say about the current street lighting system?
- What are their complaints, concerns, or requests related to street lighting and weather conditions?
- How do they currently adapt to changes in weather conditions when it comes to street lighting?

2. Think/Feel:

- What are the user's thoughts and feelings about the existing street lighting system?
- How do they perceive the impact of weather conditions on street lighting?
- What emotions do they experience when faced with inadequate or insufficient street lighting during different weather conditions?

3. See:

- What visual cues or indicators do users encounter in their environment during varying weather conditions?
- What do they see when the street lighting fails to adapt to the weather, such as poor visibility or inconsistent lighting levels?

4. Hear:

- What do users hear from others regarding the street lighting system and its performance during different weather conditions?
- Are there any specific concerns or complaints they hear from the community or fellow residents?

5. Pains:

- What are the users' current frustrations, challenges, or inconveniences with the existing street lighting system during different weather conditions?
- How does inadequate street lighting impact their safety, visibility, and overall experience when outdoors?

6. Gains:

- What improvements or enhancements do users desire from a weather adaptive street lighting system?
- What benefits and positive experiences would they gain from an optimized street lighting system during different weather conditions?

7. Jobs to be Done:

- What specific tasks or activities do users engage in that require effective street lighting?
- How does weather impact their ability to carry out these tasks safely and efficiently?
- What are their expectations from a weather adaptive street lighting system in terms of facilitating their activities?

8. Barriers:

- What obstacles or limitations may exist in implementing a weather adaptive street lighting system?
- Are there any technological, infrastructural, or budgetary constraints that need to be considered?

9. Motivations:

- What motivates users to seek a weather adaptive street lighting system?
- How would an improved lighting system positively impact their daily lives and well-being?

10. Key Insights:

- Based on the empathy map analysis, identify the key insights and priorities for designing the IoT-based weather adaptive street lighting system.
- Consider factors such as safety, visibility, community feedback, and user expectations.