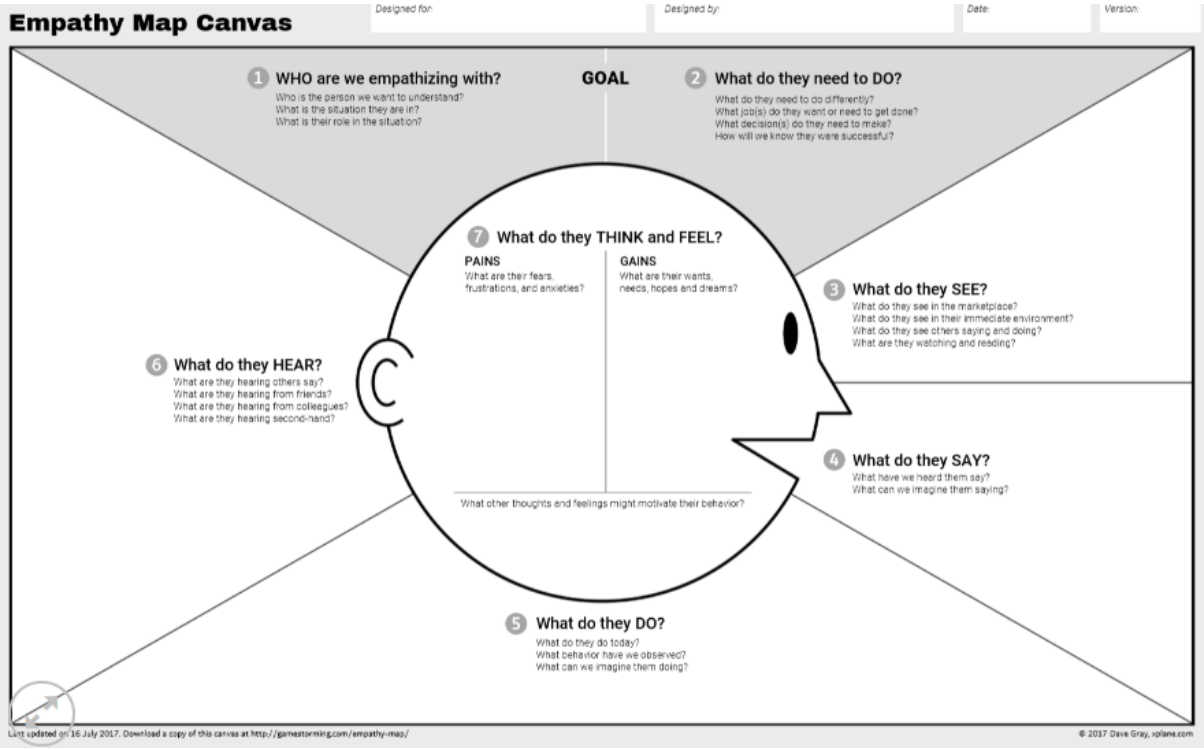
Ideation Phase
Empathize & Discover

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

Empathy Map Canvas:



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.