Ideation Phase
Empathize & Discover

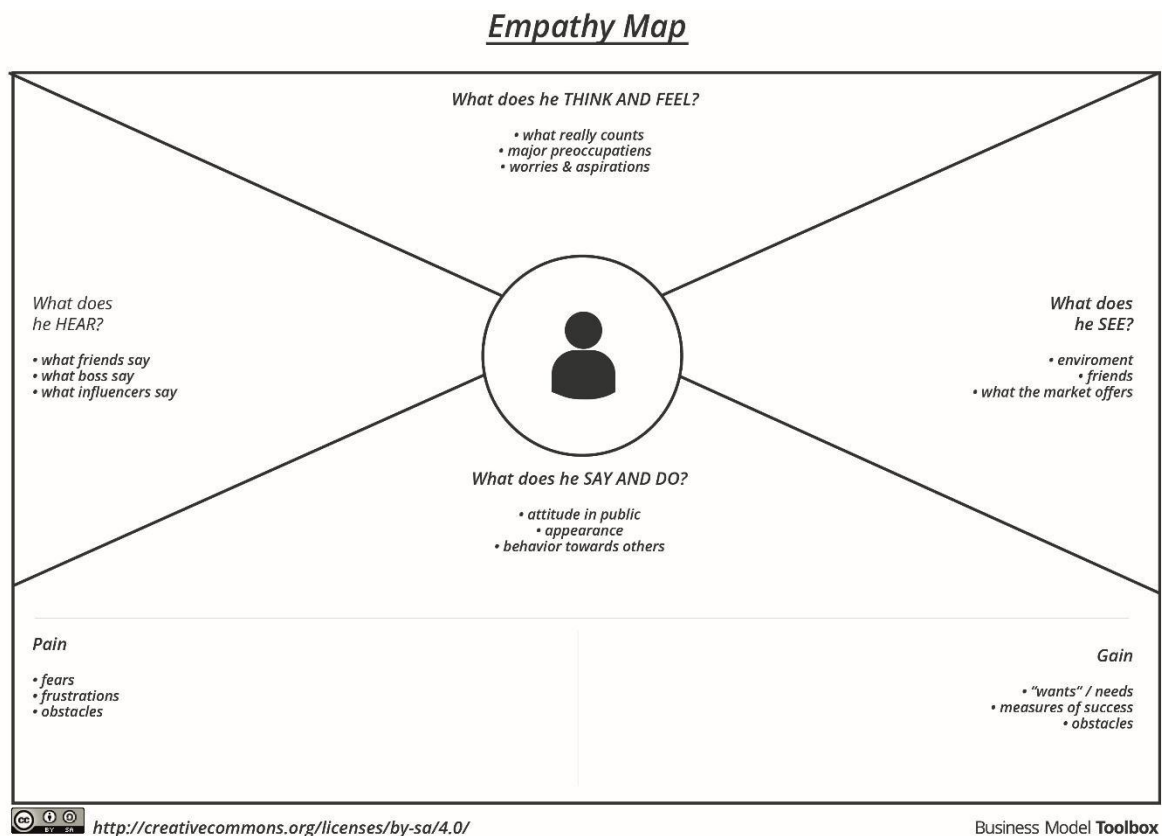| Date	16 December 2025
Team ID	LTVIP2026TMIDS83736
Project Name	**Rising Waters: A Machine Learning Approach to Flood Prediction**
Maximum Marks	4 Marks

Empathy Map Canvas:

An empathy map is a simple, easy-to-digest visual that captures knowledge about a user's behaviours and attitudes.

It is a useful tool to helps teams better understand their users.
Creating an effective solution requires understanding the true problem and the person who is experiencing it. The exercise of creating the map helps participants consider things from the user's perspective along with his or her goals and challenges.

Example:

Empathy Map

What does he THINK AND FEEL?
• what really counts
• major preoccupations
• worries & aspirations

What does he HEAR?
• what friends say
• what boss say
• what influencers say

What does he SEE?
• enviroment
• friends
• what the market offers

What does he SAY AND DO?
• attitude in public
• appearance
• behavior towards others

Pain
• fears
• frustrations
• obstacles

Gain
• "wants" / needs
• measures of success
• obstacles

Business Model **Toolbox**

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

Rising Waters: A Machine Learning Approach to Flood Prediction

Empathy Map Canvas: Flood Prediction Project

Resident in a Flood-Prone Area (Primary User)

SAYS
- "I never know when the next flood will happen"
- "By the time I hear about flooding, it's too late to leave"
- "I wish there was a way to know in advance"
- "I've lost property multiple times due to sudden floods"
- "Where can I get reliable flood warnings?"

THINKS
- "Am I safe here?"
- "Should I relocate my family?"
- "How can I protect my belongings?"
- "I need advance notice to prepare"
- "Is there a pattern to these floods?"

DOES
- Checks weather forecasts frequently
- Monitors river/water levels
- Listens to local news for flood alerts
- Keeps emergency supplies ready
- Evacuates when water starts rising
- Stores valuables in higher places

FEELS
- Anxious about unexpected flooding
- Helpless without advance warnings
- Stressed about family safety
- Frustrated by lack of reliable information
- Worried about property damage
- Uncertain about when to evacuate

PAINS
- No early warning system
- Inaccurate or delayed flood alerts
- Reactive, not proactive response
- Property damage & financial loss
- Risk to life and safety
- Difficulty planning evacuations

GAINS
- Receive timely flood predictions
- Make informed evacuation decisions
- Protect family & property proactively
- Easy-to-understand flood risk data
- Have peace of mind with reliable warnings
- Reduce flood-related losses