

## Ideation Phase

### Empathize & Discover – Empathy Map

Date	26 May 2025
Team ID	LTVIP2025TMID31087
Project Name	Sustainable Smart City Assistant Using IBM Granite LLM
Maximum Marks	4 Marks

**Target User :**

**Urban Citizen / Resident**

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#### 1. Thinks and Feels

- Wants to live in a cleaner, greener, and more sustainable environment.
- Feels civic issues are often ignored or unresolved.
- Believes that adopting sustainable habits is important but difficult.
- Feels overwhelmed by technical government policies and reports.

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#### 2. Sees

- Uncollected garbage and poor waste management in public areas.
- Unexplained increases in utility bills like electricity and water.
- Lengthy and complex policy documents that are hard to understand. • Occasional awareness campaigns or posters related to sustainability.

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#### 3. Says

- "There should be a better way to report civic issues."
- "I don't understand half of these policies."

- "I want to live more sustainably but I don't know how."
  - "Why can't we get daily eco-tips or suggestions tailored to us?"
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#### **4. Hears**

- Complaints from neighbors and friends about urban problems.
  - Media coverage on environmental issues and resource wastage.
  - School or college initiatives promoting sustainability.
  - Conversations about the lack of proper digital tools in civic systems.
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#### **5. Gains (What the user wants to achieve)**

- A simple and fast way to report issues to city authorities.
  - Personalized sustainability tips for daily life.
  - Summarized versions of policies for better understanding.
  - Awareness of resource usage patterns in their area.
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#### **6. Pains (User's frustrations and challenges)**

- Inaccessible or ineffective complaint systems.
- Lack of insights into utility usage and anomalies.
- No centralized platform for policy information.
- Difficulty in understanding and applying sustainable practices.

