Ideation Phase
Empathize & Discover

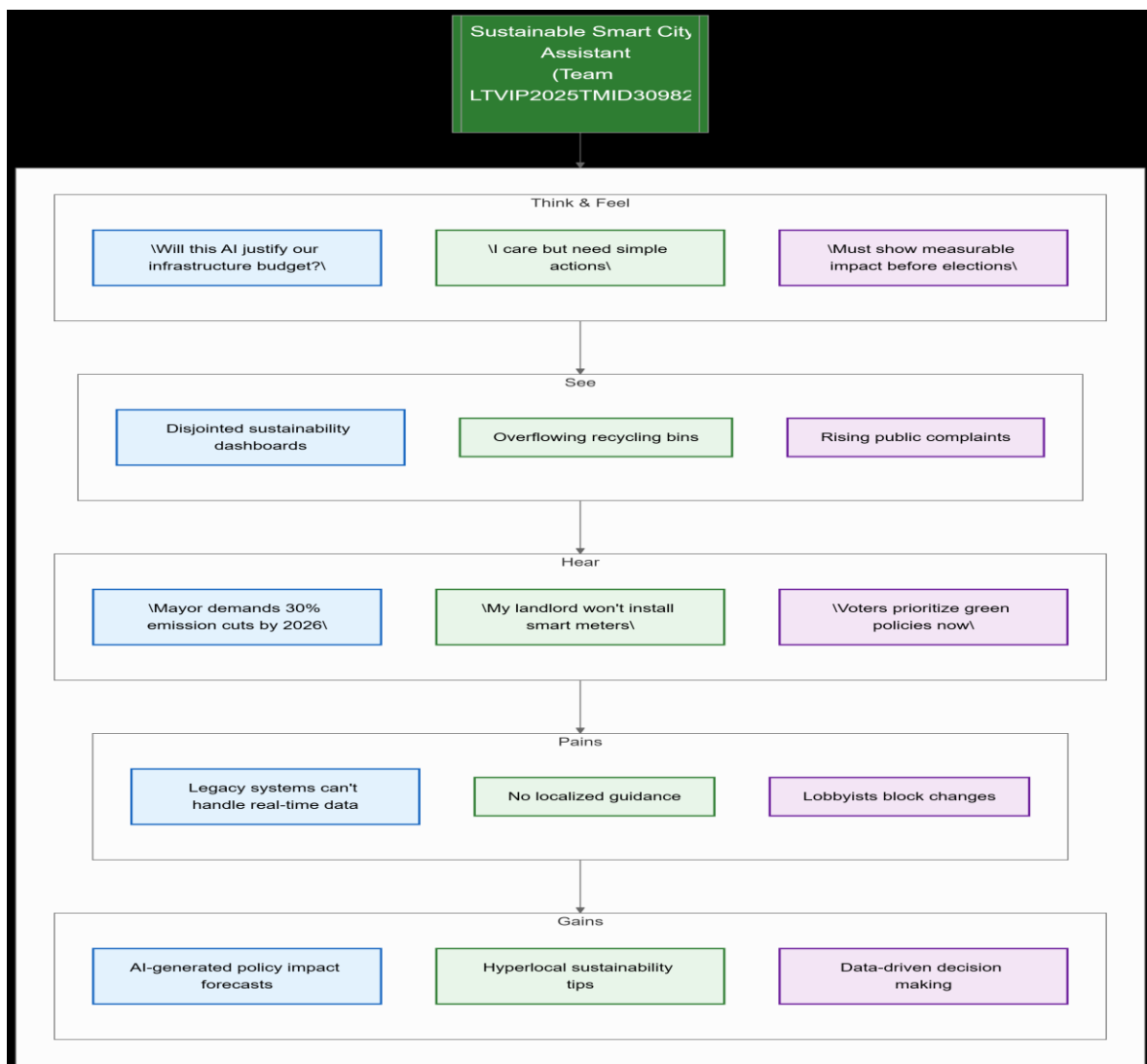| Date	28 June 2025
Team ID	LTVIP2025TMID3098
Project Name	Sustainable Smart City Assistant
Maximum Marks	4 Marks

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:

Reference:

Example: Sustainable Smart City Assistant

Empathy Stage	Insights for Smart City Stakeholders
Think & Feel	Worried about meeting sustainability goals, unsure which solutions to trust
See	Inconsistent city sustainability data across platforms
Hear	Conflicting advice from experts and community groups
Say & Do	Research options online, delay infrastructure upgrades, implement temporary fixes
Pains	Wasted resources, misinformation, pressure to meet deadlines
Gains	Wants real-time, data-driven, AI-powered urban planning advice