

Ideation Phase

Empathize & Discover

Date	06 May 2023
Team ID	NM2023TMID14696
Project Name	Smart city waste management system with connected trash cans
Maximum Marks	4 Marks

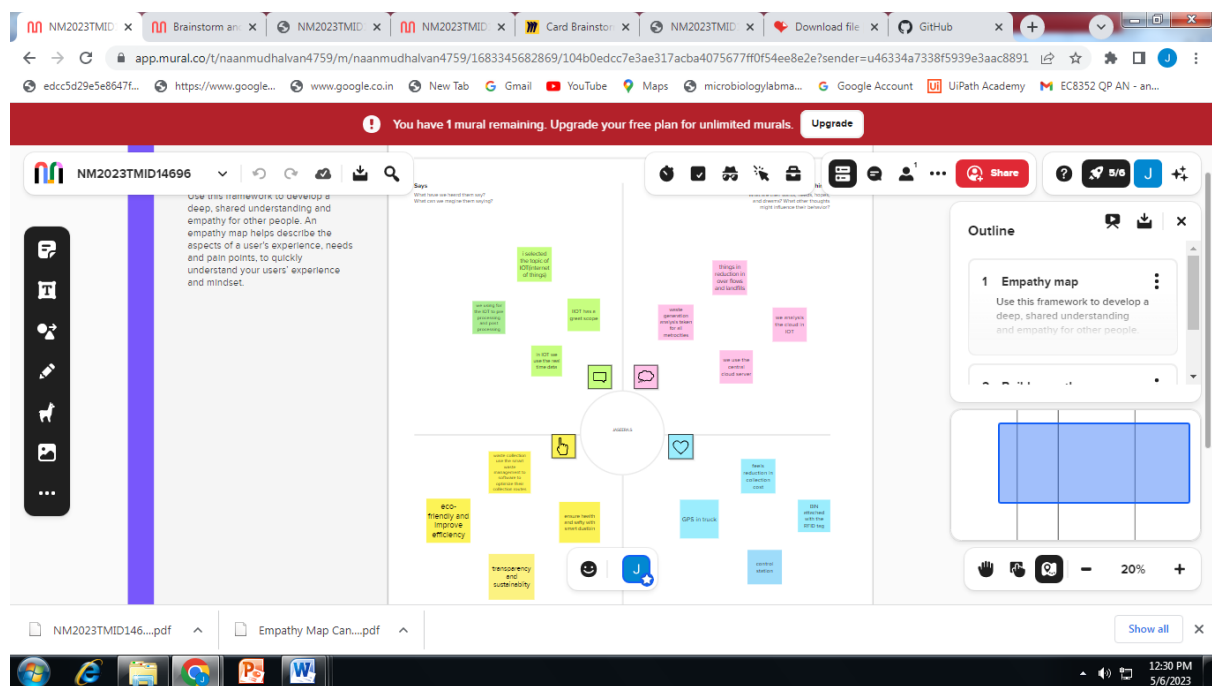
Empathy Map Canvas:

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 help 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;

<https://app.mural.co/t/naanmudhalvan4759/m/naanmudhalvan4759/1683345682869/104b0edcc7e3ae317acba4075677ff0f54ee8e2e?sender=u46334a7338f5939e3aac8891>

Example: smart city waste management system with connected trash cans

The screenshot displays a Mural collaborative workspace. At the top, a red banner indicates a remaining free mural. The main canvas features a central white circle labeled "WASTE". Surrounding this central node are several colored sticky notes containing text:

- Green notes:**
 - "I selected the topic of IoT (Internet of things)"
 - "IoT has a great scope"
 - "In IoT we use the real time data"
 - "We using for the IoT to pre processing and cost processing"
- Pink notes:**
 - "things in reduction in over food and landfills"
 - "waste generation analysis taken for all networks"
 - "we analyze the cloud in IoT"
 - "we use the central cloud server"
- Blue notes:**
 - "Real reduction in collection cost"
 - "Bin attached with IoT"
- Yellow notes:**
 - "eco-friendly and"
 - "waste collection use the smart waste management to determine their collection routes"
- Other icons:** A thumbs up icon, a heart icon, and a speech bubble icon are also present.

On the right side, an "Outline" panel is visible, showing the title "1 Empathy map" and the description: "Use this framework to develop a deep, shared understanding and empathy for other people." Below the outline, there is a large blue rectangular area, likely a placeholder for an image or diagram.

The bottom of the screen shows a Windows taskbar with various application icons (Chrome, Edge, File Explorer, etc.) and the system clock indicating 12:31 PM on 5/6/2023.