


# Ideation Phase

## Empathize & Discover

Date	29 April 2023
Team ID	NM2023TMID01947
Project Name	Intelligent Garbage Classification Using Deep learning
Maximum Marks	4 Marks


## Empathy map

Template



### Empathy map canvas

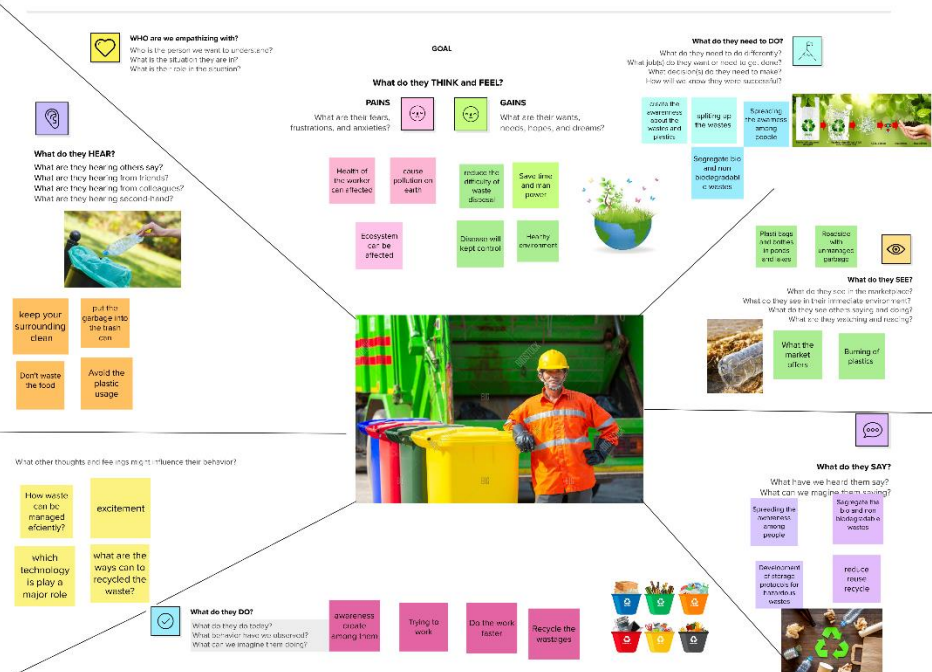
Use this framework to empathize with a customer, user, or any person who is affected by a team's work. Document and discuss your observations and note your assumptions to gain more empathy for the people you serve.

Originally created by Dave Gray at 

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**Develop shared understanding and empathy**

Summarize the data you have gathered related to the people that are impacted by your work. It will help you generate ideas, prioritize features, or discuss decisions.



The diagram illustrates the Empathy map canvas framework, centered around a photograph of a waste worker. The canvas is divided into several sections for gathering insights:

- WHO are we empathizing with?** (Yellow box): Who is the person we want to understand? What is the situation they are in? What is their role in the situation?
- GOAL** (Green box): What do they need to do differently? What jobs do they want or need to get done? When does/only do they need to make? How will we know they were successful?
- What do they THINK and FEEL?** (Pink box):
  - PAINS** (Pink box): What are their fears, frustrations, and anxieties? (e.g., Health of the worker can be affected, cause pollution on self, reduce the difficulty of waste disposal, Diseases will kept control)
  - GAINS** (Green box): What are their wants, needs, hopes, and desires? (e.g., Save time and train power, healthy environment, ecosystem can be affected)
- What do they HEAR?** (Blue box): What are they hearing others say? What are they hearing from friends? What are they hearing from colleagues? What are they hearing second hand? (e.g., keep your surrounding clean, put the garbage into the trash can, Don't waste the food, Avoid the plastic usage)
- What do they DO?** (Blue box): What do they do today? What behavior have you observed? What can we imagine them doing? (e.g., awareness people among them, Trying to work, Do the work faster, Recycle the waste paper)
- What do they SEE?** (Blue box): What do they see in the marketplace? What do they see in their immediate environment? What do they see others saying and doing? What are they noticing and reacting? (e.g., Segregate bio and non biodegradable wastes, Plant bags are broken in ponds and rivers, Roadside with unmanaged wastes, Burning of plastics)
- What do they SAY?** (Blue box): What have we heard them say? What can we imagine them saying? (e.g., Speeding the movement among people, Regulate the bus and not mixing into a waste, Development of smart products for the waste, rec, ce reuse, recycle)