**Ideation Phase**

**Empathize & Discover**

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| Date | 14 jun 2025 |
| Team ID | LTVIP2025TMID32673 |
| Project Name | Sustainable Smart City Assistant AI by using IBM granite LLM |
| Maximum Marks | 4 Marks |

**Empathy Map: Sustainable Smart City Assistant AI**

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| **SAYS:**  - “I want real-time updates about traffic, air quality, and water usage.”  - “Why isn't there a single place where I can get all city-related alerts?”  - “It would be great to reduce my energy bills and carbon footprint.”  - “I care about sustainability, but I don’t always know what steps to take.” | **THINKS:**  - “Is my neighborhood doing enough to go green?”  - “Are city services using AI to improve our daily lives or just collecting data?”  - “I’d love if city planning considered resident feedback more.”  - “Technology should make city life easier and more sustainable.” |
| **DOES:**  - Checks multiple apps/websites for transport, pollution, and utility data.  - Participates in community groups or forums discussing urban issues.  - Looks for ways to recycle, conserve energy, or reduce waste.  - Uses digital tools to monitor electricity and water usage. | **FEELS:**  - Frustrated by fragmented or outdated public data.  - Concerned about rising pollution and climate impact.  - Empowered when they can contribute to a smarter, greener city.  - Curious about how AI can help them live more sustainably. |
| **PAINS:**  - Lack of centralized, AI-powered guidance on sustainable actions.  - Overwhelming or unclear data from various city systems.  - Uncertainty about the accuracy or privacy of smart city technologies.  - Limited personalization in public service recommendations. | **GAINS:**  - Personalized insights on reducing energy usage or travel emissions.  - Real-time AI assistant that integrates data from transport, utilities, and environment.  - Transparent, ethical AI systems that explain their actions.  - Easy-to-use interface with proactive suggestions (e.g., “Avoid this road,” “Today is a high pollution day”). |