Ideation Phase
Empathize & Discover

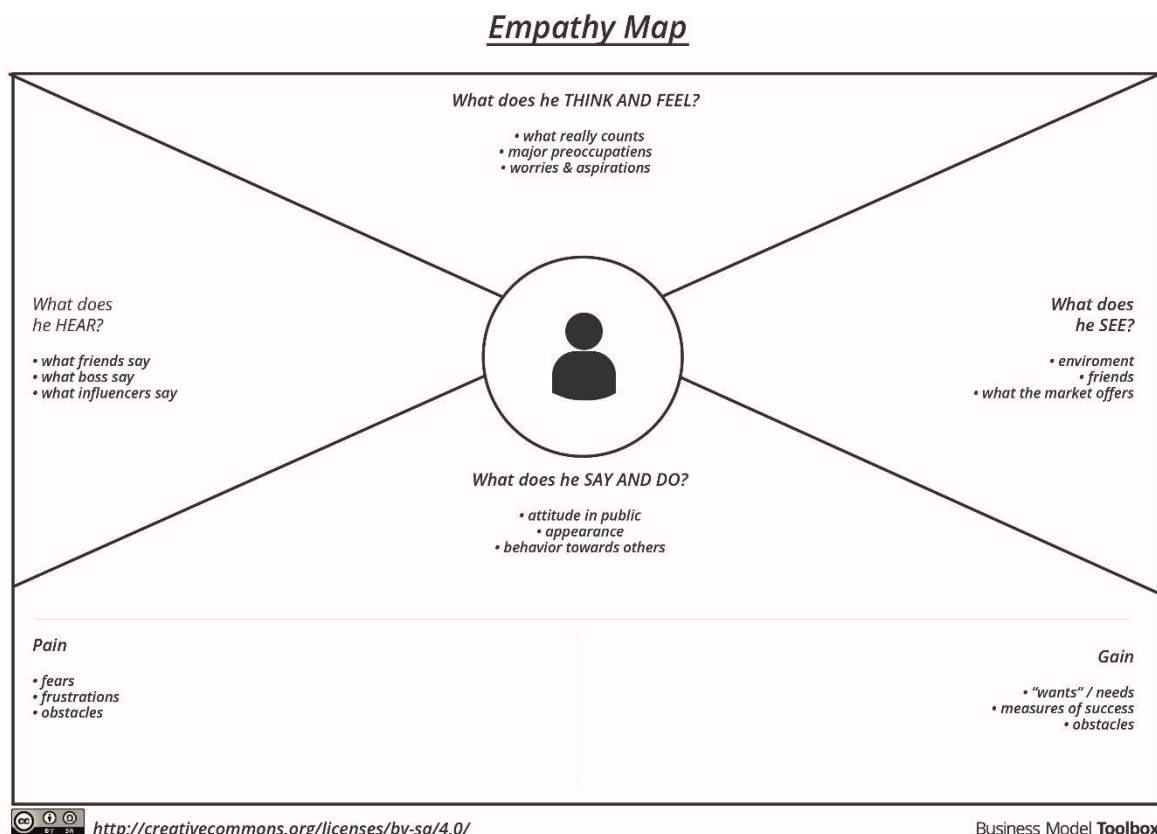| Date	31 May 2025
Team ID	LTVIP2025TMID60708
Project Name	Sustainable Smart City Assistant Using IBM Granite LLM
Maximum Marks	4 Marks

Empathy Map Canvas:

An **empathy map** helps us understand what people in a city **need**, **feel**, and **struggle with**. It shows what they **see**, **hear**, **say**, and **do** in daily life.

For our **Smart City Assistant**, the map helps us:

- Understand people's problems like pollution, traffic, or waste.

- Learn what they want — clean air, better transport, or energy-saving tips.

- Make the assistant more helpful and human-friendly.

It helps us **build the right solution** by thinking like the people we're helping.

Example:

Empathy Map

What does he THINK AND FEEL?
- what really counts
- major preoccupations
- worries & aspirations

What does he HEAR?
- what friends say
- what boss say
- what influencers say

What does he SEE?
- enviroment
- friends
- what the market offers

What does he SAY AND DO?
- attitude in public
- appearance
- behavior towards others

Pain
- fears
- frustrations
- obstacles

Gain
- "wants" / needs
- measures of success
- obstacles

Business Model **Toolbox**

Example: Food Ordering & Delivery Application

Empathy Map

Think & Feel

- What this dish look like?
- Annoying
- Doesn't want frozen food
- What should I eat today?
- I'm hungry, but I don't have time to go downstairs
- Why don't they provide card payment

Hear

- There are many food selections
- Don't forget to prepare your cash
- It looks like......

See

- Menu without food photos
- Only cash payment option
- Driver doesn't have enough changes
- Only cash payment option

Say & Do

- Go downstair to pick up food and pay the driver in cash
- Spend 30 mins scolling and quit at the end
- Looking for food that matches interest
- I couldn't find food that I want
- I don't have enough cash with me right now

Pain

- Hard to find their food interests
- Uncomfortable paying cash
- Looking for food that matches interest

Gain

- Comfortable
- Accuracy