

Ideation Phase

Empathize & Discover

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| Date | 31 January 2025 |
| Team ID | LTVIP2025TMID29266 |
| Project Name | Sustainable Smart City Assistant using IBM Granite LLM |
| 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.

EMPATHY MAP CANVAS – SMART CITY SOLUTION

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| <ul style="list-style-type: none">• How can I report civic issues quickly and get real-time updates?• How do I make my city safer, greener, and more efficient?• Can smart systems actually improve my daily experience?• Citizens feel unheard; Admins feel burdened and under-resourced | <ul style="list-style-type: none">• Broken infrastructure, uncollected waste, traffic congestion• Delayed updates or confusing web portals• Overloaded admin systems, manual tracking tools• Fragmented tools – multiple apps for each civic service |
| Think & Feel | See |
| <ul style="list-style-type: none">• There's an app, but no one responds fast• Report it on the portal – not sure if they'll act• Don't expect updates from the municipality• Colleagues say dashboards are cluttered and not helpful (Admin) | <ul style="list-style-type: none">• Citizens say: "I've reported this before, Nothing changed."• Admins say: "We're doing our best with the tools we have."• Citizens post on social media or call helplines |
| Pains | Gains |
| <ul style="list-style-type: none">• Citizens: Lack of accountability and feedback• Long resolution cycles• Admins: No centralized system, red. beroflives | <ul style="list-style-type: none">• Smart alerts, unified service app, status tracking• Quick help via chatbot or AI assistant• Better service delivery, improved public trust |

Thinks

- "How can I report civic issues quickly and get real-time updates?"
- "How do I make my city safer, greener, and more efficient?"
- "Can smart systems actually improve my daily experience?"

Feels

- **Citizens:** Frustrated by delays, concerned about traffic, pollution, safety.
- **Admins:** Overloaded with data, public pressure, resource constraints.

Says

- **Citizens:**
"I don't know who to contact when something goes wrong."
"I wish there was a simpler way to give feedback."
- **Admins:**
"We need data-driven tools to act faster."
"Smart infrastructure should reduce our workload."

Does

- **Citizens:**
Use public transport, report issues, search for services, engage on social media.
- **Admins:**
Monitor dashboards, analyze data, manage city services.

Pains

- **Citizens:**
Unclear reporting, slow resolutions, lack of transparency.
- **Admins:**
Disconnected data, manual processes, reactive responses.

Gains

- **Citizens:**
Centralized smart city app, real-time alerts, voice/chat support, personalized tips.
- **Admins:**
Unified dashboards, AI/ML insights, predictive maintenance, better engagement metrics.