

Ideation Phase - Empathize & Discover

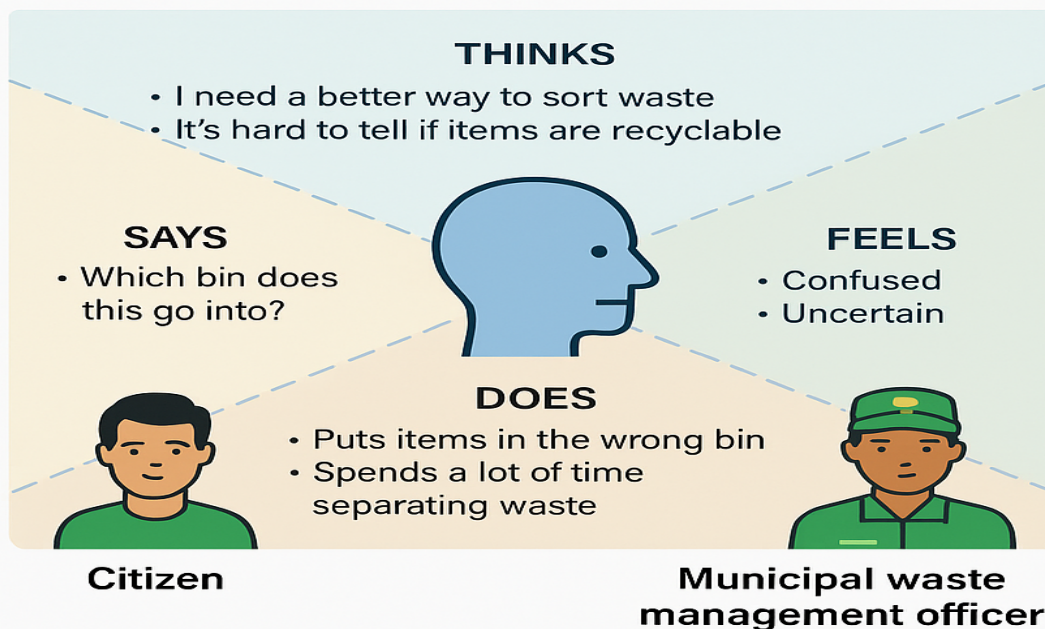
Empathy Map Canvas: CleanTech: Transforming Waste Management with Transfer Learning

Empathy Map :

An empathy map is a simple, easy-to-digest visual that captures knowledge about a user's

behaviors and attitudes requires understanding their true problem and the person who experiencing it.

The exercise of creating requires understanding things from the user's perspective along with his or her goals and challenges.



CleanTech: Transforming Waste Management with Transfer Learning

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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. This map reflects the perspective of key stakeholders involved in waste classification and recycling as part of the CleanTech solution.

User Persona 1: Urban Citizen

Says: - 'I want to recycle properly but I'm often confused by the types of waste.'

Thinks: - 'Am I doing this right? What if I'm contaminating the recycling bin?'

Does: - Tries to sort waste manually, searches online or asks others for advice.

Feels: - Confused, discouraged, unsure whether efforts are effective.

User Persona 2: Municipal Waste Officer

Says: - 'We need to improve segregation accuracy but we can't rely on manual methods.'

Thinks: - 'How can we scale our operations with limited staff?'

Does: - Oversees waste collection, coordinates training, reviews recycling rates.

Feels: - Frustrated by inefficiencies, committed to sustainability goals.