Ideation Phase
Empathize & Discover

Date	18 October 2023
Team ID	PNT2022TMID592348
Project Name	Project - AI-Driven Optimization of 5G Resource Allocation for Network Efficiency
Maximum Marks	4 Marks

Empathy Map Canvas:

The empathy map created below is designed to provide a concise yet comprehensive understanding of the 5G user's thoughts, feelings, observations, and actions in the context of AI-Driven Optimization of 5G Resource Allocation for Network Efficiency. This map encapsulates the user's mindset, environment, and behaviors by addressing six key aspects:

What does he think and feel?: This section delves into the user's thoughts and emotions, capturing their concerns, expectations, and curiosity about 5G technology and AI-driven network optimization.

What does he see?: It explores what the user observes in their environment, including the devices they use, network performance variations, and related news and advertisements.

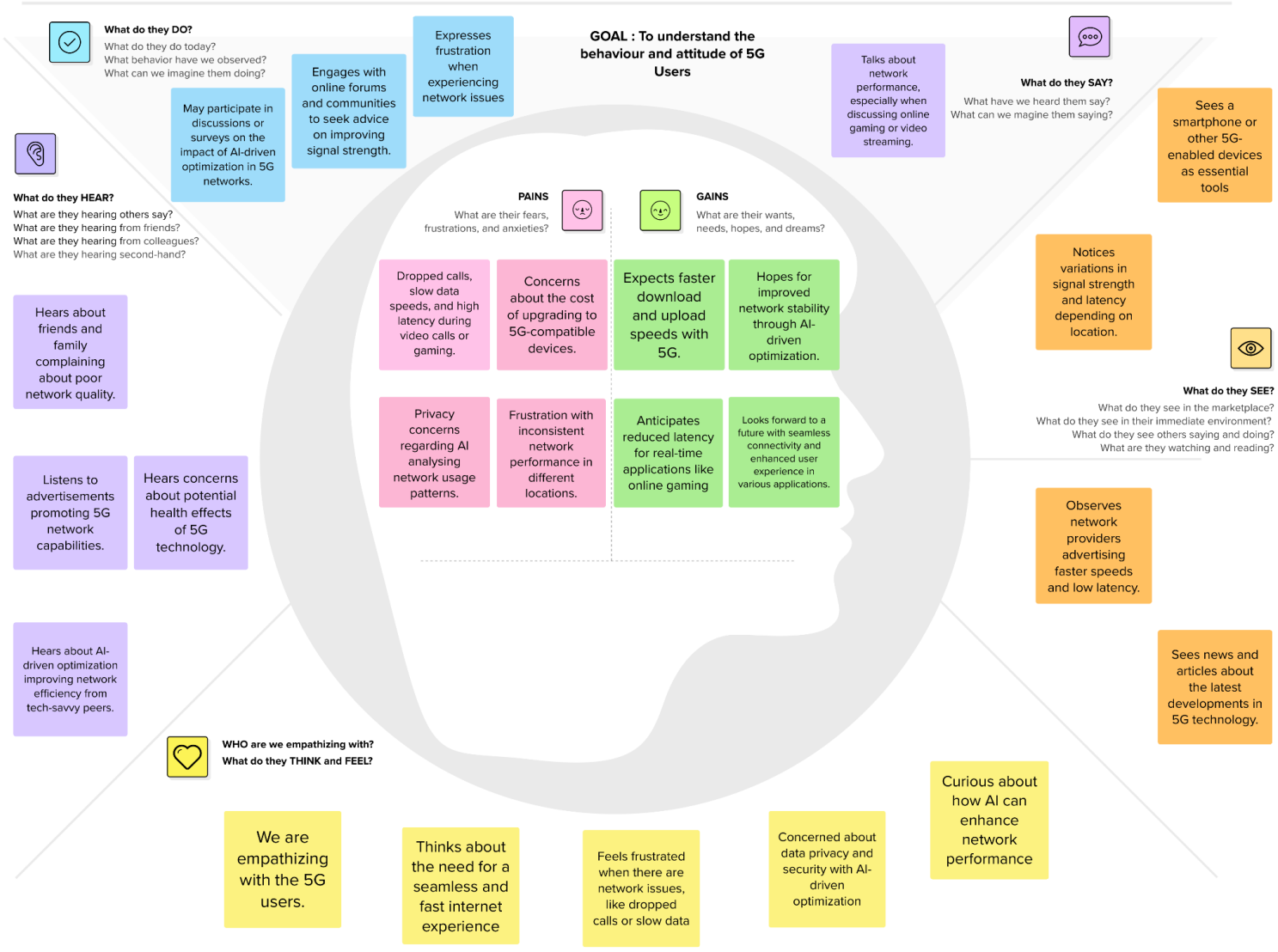
What does he hear?: This aspect focuses on the information the user receives from various sources, such as friends, advertisements, and tech-savvy peers, which influences their perception of 5G and AI optimization.

What does he say and do?: This section sheds light on the user's actions and behaviors, including their expressions of frustration, discussions about network performance, engagement in online forums, and participation in surveys.

Pain: It identifies the user's pain points, encompassing issues like network disruptions, privacy concerns, and frustration with inconsistent network quality.

Gain: This part highlights the user's expectations and aspirations, such as anticipating faster speeds, reduced latency, and improved network stability through AI-driven optimization.

Empathy Map:


What do they DO?
What do they do today?
What behavior have we observed?
What can we imagine them doing?
Expresses frustration when experiencing network issues
Engages with online forums and communities to seek advice on improving signal strength.
May participate in discussions or surveys on the impact of AI-driven optimization in 5G networks.
GOAL : To understand the behaviour and attitude of 5G Users
Talks about network performance, especially when discussing online gaming or video streaming.
What do they SAY?
What have we heard them say?
What can we magine them saying?
Sees a smartphone or other 5G-enabled devices as essential tools
What do they HEAR?
What are they hearing others say?
What are they hearing from friends?
What are they hearing from colleagues?
What are they hearing second-hand?
PAINS
What are their fears, frustrations, and anxieties?
GAINS
What are their wants, needs, hopes, and dreams?
Dropped calls, slow data speeds, and high latency during video calls or gaming.
Concerns about the cost of upgrading to 5G-compatible devices.
Expects faster download and upload speeds with 5G.
Hopes for improved network stability through AI-driven optimization.
Notices variations in signal strength and latency depending on location.
Hears about friends and family complaining about poor network quality.
Privacy concerns regarding AI analysing network usage patterns.
Frustration with inconsistent network performance in different locations.
Anticipates reduced latency for real-time applications like online gaming
Looks forward to a future with seamless connectivity and enhanced user experience in various applications.
What do they SEE?
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 watching and reading?
Listens to advertisements promoting 5G network capabilities.
Hears concerns about potential health effects of 5G technology.
Observes network providers advertising faster speeds and low latency.
Hears about AI-driven optimization improving network efficiency from tech-savvy peers.
Sees news and articles about the latest developments in 5G technology.
WHO are we empathizing with?
What do they THINK and FEEL?
We are empathizing with the 5G users.
Thinks about the need for a seamless and fast internet experience
Feels frustrated when there are network issues, like dropped calls or slow data
Concerned about data privacy and security with AI-driven optimization
Curious about how AI can enhance network performance