Ideation Phase
Empathize & Discover

Date	27 June 2025
Team ID	LTVIP2025TMID60547
Project Name	**Sustainable Smart City Assistant Using IBM Granite LLM**
Maximum Marks	4 Marks

Empathy Map Canvas:

The Empathy Map Canvas highlights the perspectives of two primary users of the *Sustainable Smart City Assistant*: the **city administrator** and the **citizen**.

City administrators are responsible for monitoring sustainability, managing citizen feedback, analyzing policies, and planning infrastructure. However, they often face challenges like fragmented data, manual processes, and limited citizen engagement. Mapping their thoughts, actions, and needs helps us design AI-driven tools that simplify their work and support sustainable decision-making.

Citizens, on the other hand, care about their environment but often feel disconnected from city governance. They find current reporting systems slow or ineffective, and lack access to clear, actionable eco-advice. This empathy mapping reveals their desire for quick, transparent solutions and personalized, AI-powered support.

By understanding both user personas, we ensure the assistant serves as a powerful, inclusive platform for smarter governance and active citizen participation.

Example:

The Empathy Map Canvas for the *Sustainable Smart City Assistant Using IBM Granite LLM* explores two key users: the city administrator and the citizen.

◈ THINK & FEEL

- City Administrator: Feels overwhelmed by disconnected systems, manual analysis, and sustainability pressures. Thinks better AI tools could simplify planning and decision-making.

- Citizen: Feels unheard and disconnected from city governance. Thinks their input doesn't make a difference, yet wants to contribute to a greener city.

◈ SAY & DO

- City Administrator: Says, "We need real-time insights" and frequently reviews KPIs, uploads policy docs, and attends planning sessions.

- Citizen: Says, "Why isn't the city listening?" They report issues (if possible), seek environmental tips, and discuss local problems with neighbors.
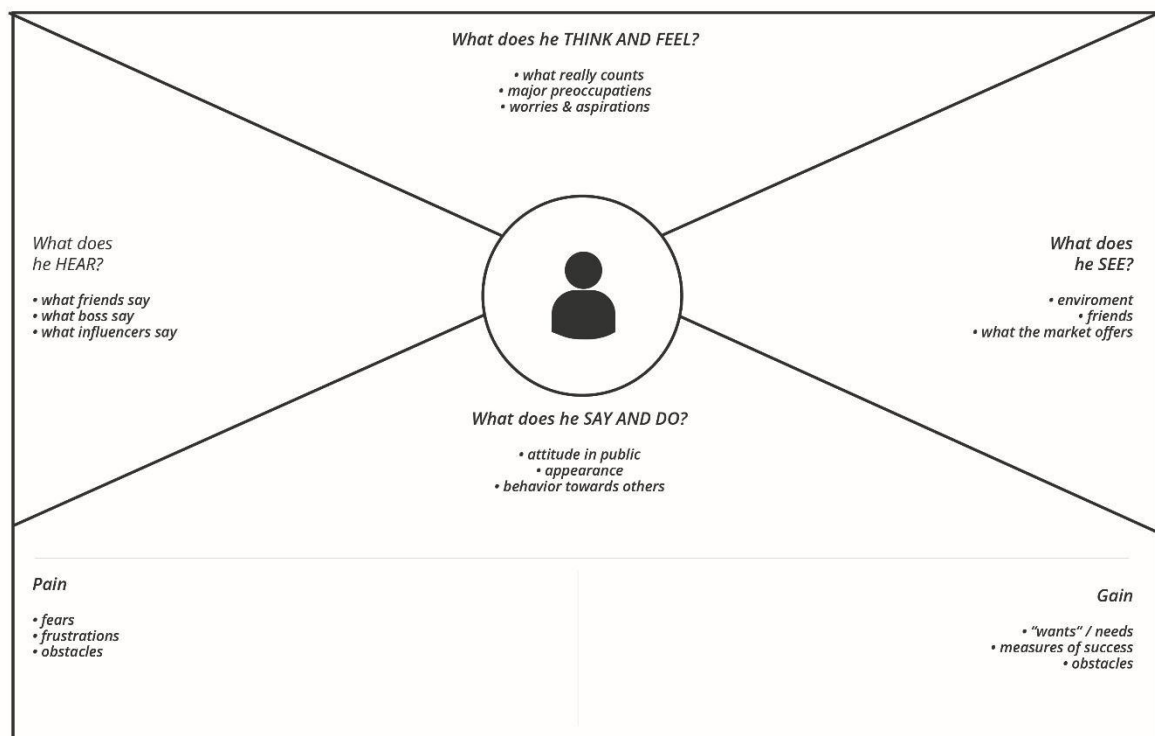
◈ HEAR

- City Administrator: Hears concerns from residents and pressure from higher authorities for sustainability results and transparency.

- Citizen: Hears about climate change, civic issues in local news, and talks with peers about poor urban services.

◈ SEE

- City Administrator: Sees fragmented dashboards, unstructured documents, and delayed reports.

- Citizen: Sees unresolved civic issues, limited city updates, and minimal involvement in sustainability initiatives.

This mapping helps us deeply empathize with both users, shaping the assistant into a platform that supports real-time data analysis, AI summarization, citizen engagement, and sustainability education — ultimately building smarter, greener cities through inclusive, tech-driven urban governance.

Empathy Map

What does he THINK AND FEEL?
- what really counts
- major preoccupatiens
- 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**

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