# **Ideation Phase**

# **Empathize & Discover**

Date: 25 June 2025

Team ID: LTVIP2025TMID37298

Project Name: Sustainable Smart City Assistant

Maximum Marks: 4 Marks

# **WHO are we empathizing with?**

- Urban citizen (aged 20–50) in a developing smart city.  
 - Regularly uses digital platforms and smartphones.  
 - Concerned about pollution, water scarcity, and city planning.  
 - Wants an easy way to engage with local governance and data.

# **What do they HEAR?**

- "The air pollution levels are rising again."  
 - "Our area’s water quality is declining."  
 - "The government isn’t transparent about local policies."  
 - Friends talk about mobile apps that help in civic participation.

# **What do they SEE?**

- Poorly maintained roads, increasing garbage in public areas.  
 - Inconsistent data on civic dashboards.  
 - News articles on smart city failures and successes.  
 - Campaigns encouraging public participation in urban policies.

# **What do they SAY and DO?**

- "I wish I could report problems in real-time."  
 - "I don’t trust the city app; it’s always buggy."  
 - Tries to access government apps but gives up due to complexity.  
 - Occasionally shares complaints on social media.

# **What do they THINK and FEEL?**

PAINS:  
 - Feels frustrated and unheard by local authorities.  
 - Struggles with understanding complicated policy documents.  
 - Worries about their family’s health due to pollution.  
   
GAINS:  
 - Wants to feel empowered through meaningful contributions.  
 - Desires simple, AI-based summaries of policy and city data.  
 - Looks for reliable feedback loops and civic engagement.

# **What do they NEED to do?**

- Monitor city KPIs like air and water quality in real-time.  
 - Access simplified summaries of smart city policies.  
 - Give feedback or report issues directly to local authorities.  
 - Engage in sustainability initiatives or eco-tips.