IDEATION PHASE

EMPHATHIZE & DISCOVER

Date	19 October
Team ID	70EC19FAE9813319D72456EE8215AF70
Project name	Blockchain-powered library management
Maximum marks	4 marks

Empathy Map Canvas:

1**. Enhancing User-centred Design**: Empathy maps help design and development teams put the user at the centre of their work. By visualizing the user's experience and emotions, designers can create more user-friendly and effective products or services.

2. **Improving Communication**: Teams can use empathy maps to facilitate better communication and understanding among team members. It's a common reference point that ensures everyone has a shared understanding of the user's needs and perspectives.

3. **Identifying Opportunities**: Empathy maps help identify opportunities for improvement or innovation by revealing unmet needs or unspoken desires of the target audience.

4. **Tailoring Marketing and Messaging**: In marketing, empathy maps can be used to better understand the target audience and tailor messages and content that resonate with their emotions, thoughts, and behaviours.

5. **Reducing Assumptions**: Using an empathy map encourages teams to rely on real data and user insights rather than making assumptions about what the users want or need.

Empathy maps are a valuable tool for fostering empathy, promoting usercentric design, and enhancing the overall user experience, which can lead to better product development, marketing strategies, and customer satisfaction

WHO are we empathizing with?
Who is the person we want to understand?
What is the situation they are in?
What is their role in the situation?

Library Administrators

Library Patrons

Librarians

Oversight Agencies

Blockchain Developers

GOAL

Desire to learn technology stack

What do they need to DO?
What do they need to do differently?
What job(s) do they want or need to get done?
What decision(s) do they need to make?
How will we know they were successful?

Fit in the technology perspective

By the outcome in higher efficiency

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?

What do they THINK and FEEL?

PAINS
What are their fears, frustrations, and anxieties?

GAINS
What are their wants, needs, hopes, and dreams?

Can blockchain help us reduce administrative workload?

What will happen to my role in the library with these changes?

How will this blockchain technology impact my daily tasks?

Attends training sessions and workshops to learn about blockchain

Collaborates with colleagues to understand the changes

Expresses concerns and asks questions to management

Increased market growth

Easy job completion

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?

Limited career advancement in future

why dont they switch to new trends

Lack of appreciation and autonomy

What other thoughts and feelings might influence their behavior?

Anxious about adapting to new technology.

Anxious about adapting to new technology.

Worried about job security and the future of the profession.

Open to the idea of more efficient systems in the library

What do they SAY?
What have we heard them say?
What can we imagine them saying?

"Will we still have job security in the future?"

"I'm concerned about how this will affect our library operations."

Efficiency is great, but we shouldn't lose the personal touch with patrons

What do they DO?
What do they do today?
What behavior have we observed?
What can we imagine them doing?

Stress and burnout

Repetitive task

low salary