Ideation Phase
Empathy Map Canvas

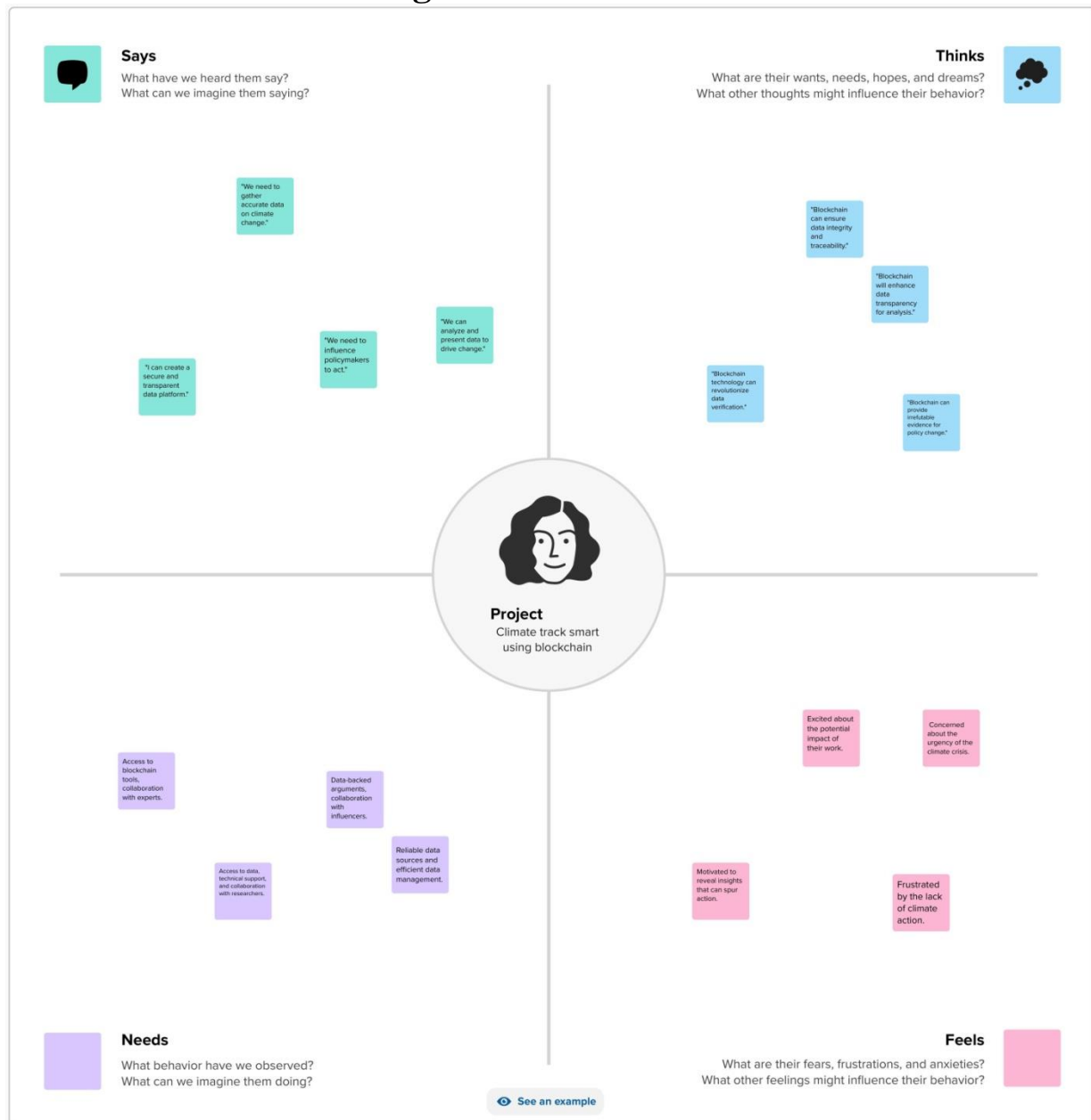| Date	30 October, 2023
Team ID	NM2023TMID00991
Project Name	Climate Track SmartUsing Block-chain
Maximum marks	2 mark

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 helps teams better understand their users.

Creating an effective solution requires understanding the true problem and the person who is experiencing it. The exercise of creating the map helps participants consider things from the user's perspective along with his or her goals and challenges.

Climate track smart using blockchain:

"We need to gather accurate data on climate change."

"We need to influence policymakers to act."

"We can analyze and present data to drive change."

"I can create a secure and transparent data platform."

"Blockchain can ensure data integrity and traceability."

"Blockchain will enhance data transparency for analysis."

"Blockchain technology can revolutionize data verification."

"Blockchain can provide irrefutable evidence for policy change."

Project
Climate track smart using blockchain

Access to blockchain tools, collaboration with experts.

Data-backed arguments, collaboration with influencers.

Reliable data sources and efficient data management.

Access to data, technical support, and collaboration with researchers.

Excited about the potential impact of their work.

Concerned about the urgency of the climate crisis.

Motivated to reveal insights that can spur action.

Frustrated by the lack of climate action.

Pain:
Blockchain Developer*
1. Resource Constraints
2. Complex Problem Solving
 Environmental Scientist*
1. Data Accuracy Challenges
2. Complexity of Blockchain
Policy Advocate*
1. Policy Inertia
2. Lack of Convincing Data
 Data Analyst*
1. Data Accessibility
2. Technical Challenges

Gain:

Data Analyst*
1. Enhanced Data Transparency
2. Motivation through Insights

Policy Advocate*
1. Irrefutable Evidence
2. Collaboration with Influencers

Blockchain Developer*
1. Innovative Solution
2. Potential Impact

Environmental Scientist*
1. Data Integrity
2. Contribution to Climate Action