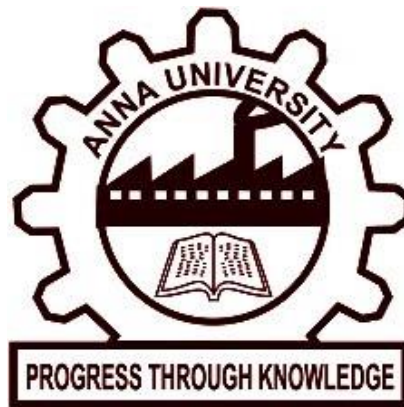


UNIVERSITY COLLEGE OF ENGINEERING KANCHEEPURAM

(A Constituent College Of Anna University, Chennai)

DEPARTMENT OF ELECTRONICS AND COMMUNICATION ENGINEERING



NAAN MUDHALVAN PROJECT EMPATHY MAP

MICROFINANCING USING BLOCKCHAIN

CANDIDATE DETAILS:

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Says

What have we heard them say?
What can we imagine them saying?



Thinks

What are their wants, needs, hopes, and dreams?
What other thoughts might influence their behavior?

It can potentially reduce costs, increase efficiency, and enhance security in the microfinancing process.

Microfinancing using blockchain combines the principles of microfinance with the capabilities of blockchain technology.

Additionally, blockchain-based systems can enable peer-to-peer lending and smart contracts

It aims to utilize the features of blockchain, such as decentralization and smart contracts, to create a trustless environment for lending and borrowing, potentially empowering underserved communities economically.

However, it's designed to provide a more efficient, transparent, and accessible way to offer financial services

The success and impact of microfinancing on the blockchain will ultimately depend on its implementation, adoption, and regulatory considerations.



MICROFINANCING

Financial Inclusion: It enables individuals and small businesses, often excluded from traditional banking and financial services

Decentralization: Blockchain removes the need for intermediaries, such as banks or microfinance institutions, reducing operational costs

Transparency: All transactions and records on a blockchain are transparent and immutable.

Empowerment: Borrowers often feel empowered because they gain access to financial services that were previously out of reach, allowing them to pursue their goals and aspirations.

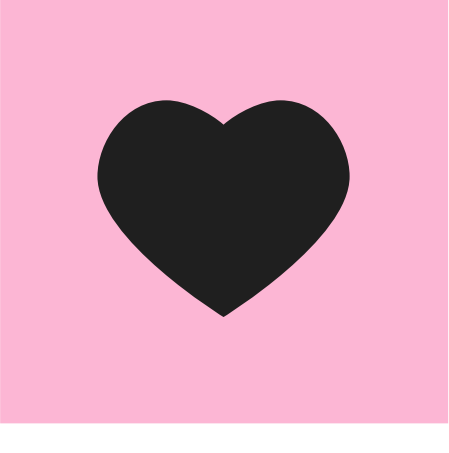
Financial Inclusion: Many borrowers experience a sense of financial inclusion, as they can participate in the formal financial system, which may have been inaccessible to them before

Transparency: Lenders and investors often value the transparency provided by blockchain, which builds trust and confidence in the microfinancing platform.



Does

What behavior have we observed?
What can we imagine them doing?



Feels

What are their fears, frustrations, and anxieties?
What other feelings might influence their behavior?