## Ideation Phase Empathize & Discover

Project Name	Project :Vaccine Tracking - Transparent
Maximum Marks	4 Marks

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## **Empathy Map**

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.

## Vaccine Tracking – Transparent by Blockchain:

## **Thinks** Says What are their wants, needs, What have we heard them hopes, and dreams? What other say? What can we magine thoughts might influence their them saying? behavior? How can I be How can I I'm worried sure that my protect my I'm concerned about getting vaccine data vaccine about the lost in the maze records are from being security of my of vaccine accurate and stolen or vaccine data records. up-to-date? misused? I want to be able How can I I want to be How can I be to share my easily access able to track sure that the vaccine record my vaccine vaccine my vaccine with my doctor or other records when records I see history easily authorized I need them? are authentic? and securely. personnel. Searches Reads Frustrated Worried online for articles and with the about the information current blog posts security of about vaccine system of about the their tracking using vaccine topic blockchain vaccine data tracking Talks to Empowered by Hopeful that Shares the potential of friends and information blockchain blockchain to family about the can help to revolutionize about the topic on improve vaccine social media topic public health tracking Does Feels What behavior have we observed? What are their fears, frustrations, and anxieties? What other feelings What can we imagine them doing? might influence their behavior?