ANNA UNIVERSITY

NAAN MUDHALVAN – GUIDED PROJECT

EMPATHY MAP

Date   **: 31 October,2023**
Project Title **: ClimateTracksmart using Blockchain**
College Name : Alagappa College of Technology, Anna University

Team Members:

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Empathy Map Canvas:

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?

"I'm concerned about the environment."

"I want to make a positive impact on the environment."

"I need to track my energy and resource usage."

"Can blockchain technology help me track my environmental impact?"

"I want to reduce my carbon footprint."

"I need a simple and secure way to monitor my resource consumption."

CLIMATE TRACKSMART USING BLOCKCHAIN

Researching eco-friendly products and practices.

Excited about the potential of blockchain for transparency.

Looking for apps or platforms to help them live more sustainably.

Concerned about the environment and climate change.

May be using energy and resource tracking devices

Frustrated with the lack of user-friendly environmental t racking tools

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?

👁 See an example