Ideation Phase

Empathize & Discover

Date	23 – 10 - 2023
Team ID	NM2023TMID00922
Project Name	Climate Track Smart Using Blockchain
Maximum Marks	4 Marks

Empathy map

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

Expresses concerns about the accuracy and transparency of climate data.

Seeks information on how Climate Track Smart can help combat climate change and reduce carbon emissions.

Asks questions about how blockchain technology ensures data security and integrity.

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

Believes that blockchain can provide a trustworthy and tamper-proof record of climate data.

Is interested in understanding the long-term impact of their individual actions on the environment

Expects the platform to offer easy-to-understand data and insights to make informed decision.

DivKaviKeerSathya

ClimateTrackSmart

Actively tracks their personal carbon footprint and environmental impact.

Participates in carbon offset initiatives and sustainability efforts

Engages in discussions with peers and experts on climate change and the potential of block chain in addressing these issues.

Concerned about the urgency of addressing climate change and its effects on the planet. .

Optimistic about the potential of technology, like blockchain, to make a positive impact on climate solutions.

Motivated and empowered to take action when provided with the right tools and information by Climate TrackSmart

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