# Ideation Phase Empathize & Discover

Date	19 OCTOBER 2023
Team ID	ED14E0CE805D179835E48EA9C1BE5026
Project Name	ELECTRONIC VOTING SYSTEM
Maximum Marks	4 Marks

## **Empathy Map Canvas:**

- 1. **Enhancing User-Centered Design**: Empathy maps help design and development teams put the user at the center of their work. By visualizing the user's experience and emotions, designers can create more user-friendly and effective products or services.
- 2. **Improving Communication**: Teams can use empathy maps to facilitate better communication and understanding among team members. It's a common reference point that ensures everyone has a shared understanding of the user's needs and perspectives.
- 3. **Identifying Opportunities**: Empathy maps help identify opportunities for improvement or innovation by revealing unmet needs or unspoken desires of the target audience.
- 4. **Tailoring Marketing and Messaging**: In marketing, empathy maps can be used to better understand the target audience and tailor messages and content that resonate with their emotions, thoughts, and behaviors.
- 5. **Reducing Assumptions**: Using an empathy map encourages teams to rely on real data and user insights rather than making assumptions about what the users want or need.

Empathy maps are a valuable tool for fostering empathy, promoting usercentric design, and enhancing the overall user experience, which can lead to better product development, marketing strategies, and customer satisfaction.



What is the situation they are in? What is their role in the situation? Voten: Some voters may empathiz e with electronic voting systems if they see benefits in terms of convenience, accessibility, or reduced wait times at polling stations may take a keen interest in electronic voting systems to ensure their security and integrity.

3.Security Experts: Experts in cybersecurity and digital forensics

What do they THINK and FEEL? PAINS æ What are their fears, frustrations, and anxieties?

> 1.Fears: Election officials may fear technical failures, system glitches, or cybersecurity breaches that could disrupt the voting ocess and comprom election integrity.

> > 3.Anxieties: Anxieties may arise from the pressure to ensure that the new system is secure, accurate, and accessible to all voters.

What other thoughts and feelings might influence their behavior?

GOAL

0:0

What are their wants,

1.Wants: Election

officials want a smooth and efficient

voting process with minimal logistical

challenges.

2.Needs: They need

a well-trained

workforce and the

necessary resources

to implement e-

voting successfully.

needs, hopes, and dreams?

1.Trust 2.Media Coverage

3.Public Opinion 4.Popularity

1.Voters: On election day, voters visit polling places equipped with electronic voting systems.

Auditors: Observers and auditors may monitor the election process, 3.Increased use of electronic voting machines in elections, which vary by country and region.

What do they need to do differently? What job(s) do they want or need to get done? What decision(s) do they need to make? How will we know they were successful?

2.Candidates and Issues: Voters can access information about the candidates and issues on the electronic system,



#### What do they SEE?

What do they see in the marketplace? What do they see in their immediate environment? What do they see others saying and doing? What are they watching and reading?



#### What do they SAY?

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

1We are working to establish a legal and regulatory framework that ensures the security and accessibility of

> 2"Our goal is to make the electoral process more inclusive and secure by adopting electronic voting while upholding democratic principles."



Experts

### What do they DO?

What do they do today? What behavior have we observed? What can we imagine them doing?

2.Observers and