

Ideation Phase

Empathize & Discover

Date	25 October 2023
Team ID	NM2023TMID03835
Project Name	Project – Blockchain for Electronic Health Records
Maximum Marks	4 Marks

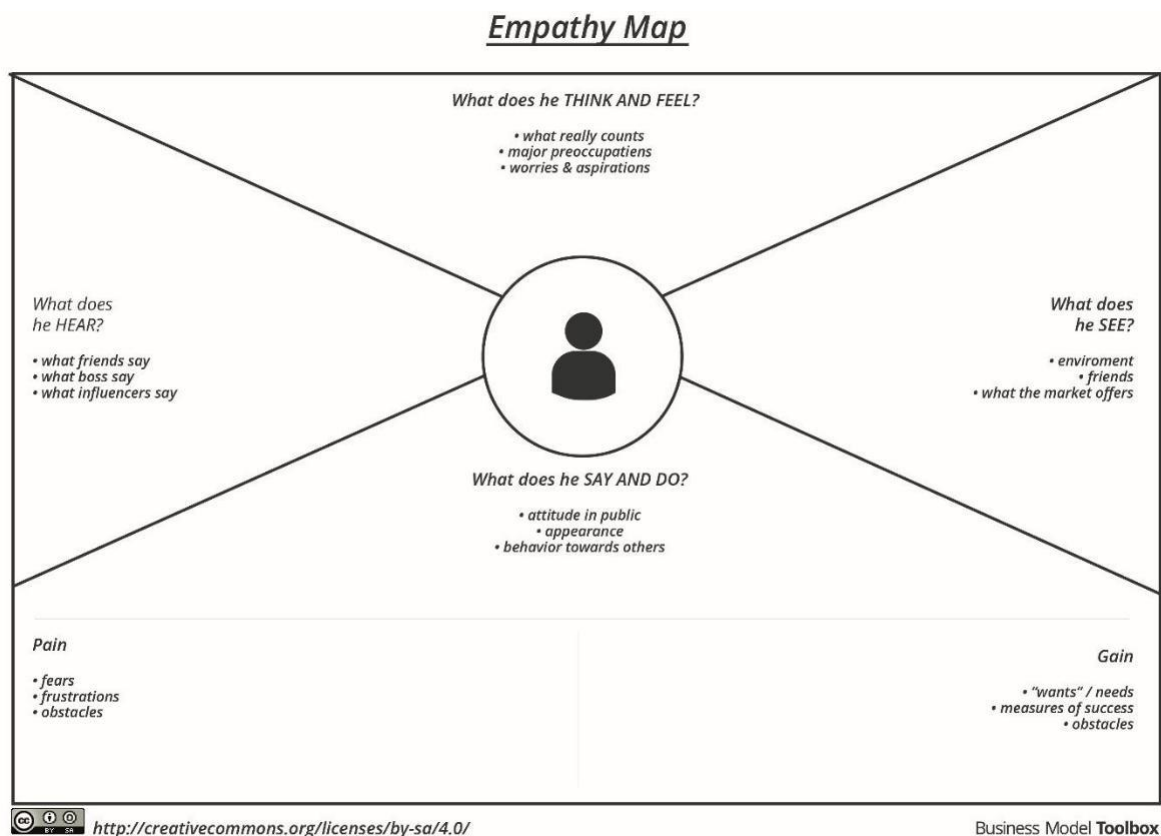
Empathy Map Canvas:

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 help 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.

Example:

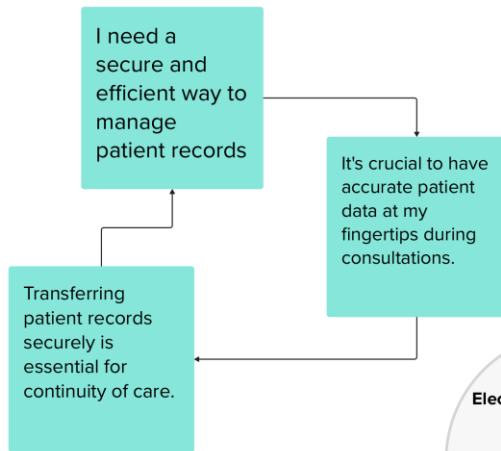


Reference: <https://www.mural.co/templates/empathy-map-canvas>



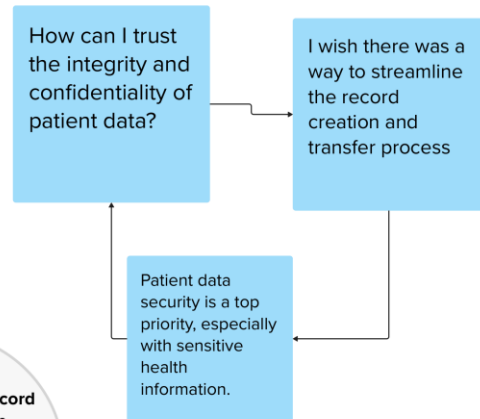
Says

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?



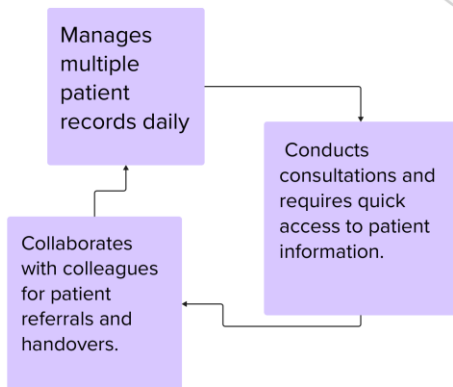
Electronic Health Record using Blockchain

Mohamed Sameer M
Lokesh S
Krishnakumar S
Vigneshwaran V



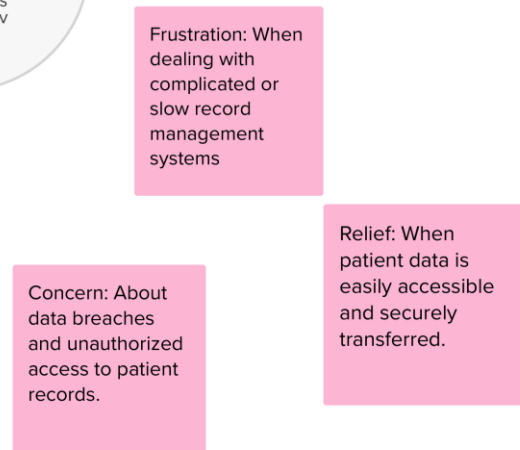
Does

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](#)