

Ideation Phase

Empathize & Discover

Date	21 October 2023
Team ID	NM2023TMID03985
Project Name	Transparent Education Data Management
Maximum Marks	4 Marks

Empathy Map Canvas:

Say

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

Transparent Education Data Management

We Need a Safe and Secure System for Saving Student Information.

Understanding the Blockchain technology.

We Need a System that is easy to use and can handle heavy traffic.

Excitement about the potential of Blockchain but also the pressure to ensure success.

Concern about adapting to changes to the financial landscape.

Anxious about the security of Student Data.

With an increasing demand for Data, System will play an important role.

Rapid growth in internet users will complement the Blockchain Data System.

Blockchain can enhance transparency and security.

Blockchain will make Data Theft close to impossible.

Student Data System will make the accessing data convenient.

Feel

What are their Fears, Frustrations and Anxieties?
What other feelings might influence their Behaviour?

Does

What behaviour have we observed?
What can we imagine them doing?

The potential for scalability of a Blockchain-based system is infinite.

Blockchain will make Data Theft close to impossible.

Think

What are their Wants, Hopes and Dreams?
What other thoughts might influence their Behaviour?

[See an example](#)