

Ideation Phase Empathize & Discover

Date	30 October 2023
Team ID	NM2023TMID03787
Project Name	Project –Transparent Education Data
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.



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?

Individuals might openly express concerns about the security and privacy of their education data.

They may ask questions about how blockchain technology works and its potential benefits in the field of education.
- Some might inquire about which educational institutions are adopting blockchain for data transparency.

People who have had positive experiences with blockchain-based educational systems may share their stories and encourage others to use these systems.
- They might also express satisfaction with the transparency and control they have over their own educational records.

Many individuals may worry about how their personal education data is being used and shared. They might think about how blockchain can enhance data security and give them more control.

They might consider whether they trust educational institutions to manage their data responsibly and may think that blockchain can increase trust through transparency.

Some might ponder how blockchain can improve access to educational opportunities, such as verifying qualifications and certifications.

Transparent Education Data

Nandhaguru S
Prakash J
Navaneedha
Krishnan K

They might be inclined to use platforms or services that implement blockchain to manage their education data, certificates, or transcripts.

Some may take actions like advocating for educational institutions to adopt blockchain for transparent record-keeping and data sharing.

Individuals might actively seek information about blockchain technology, how it works, and its applications in education.

People might feel a sense of empowerment knowing that they have more control over their education data and that it is secure.

The use of blockchain could make them feel reassured that their educational achievements and records are less likely to be manipulated or falsified.

They could experience a sense of hope that blockchain can positively transform education by making it more accessible and equitable.



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?

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