ANNA UNIVERSITY NAAN MUDHALVAN – GUIDED PROJECT EMPATHY MAP TRANSPARENT EDUCATION DATA MANAGEMENT

DATE	03 NOVEMBER 2023
TEAM ID	NM2023TMID04485
PROJECT NAME	DRUG TRACEABILITY
COLLEGE NAME	SSM COLLEGE OF ENGINEERING

Empathy Map Canvas:

SAYS

The safety of a consumer lies in the systematic control of the drugs being delivered all around among the consumers. This is one of the prime factor to be considered

THINKS

Being a large scale manufacturer and to reach a wider population of consumers, it is extremely difficult to keep track of all the movements for a variety of drug produced.

User

DOES

Blockchain poses to be the best solution to address the issue of drug traceability. It is able to keep track of several products and its movement simultaneously.

FEELS

Solution to drug traceability gives the satisfaction of a responsible citizen of being able to help in the intricate care unit of health care and to safeguard the information of drugs being supplied all around.