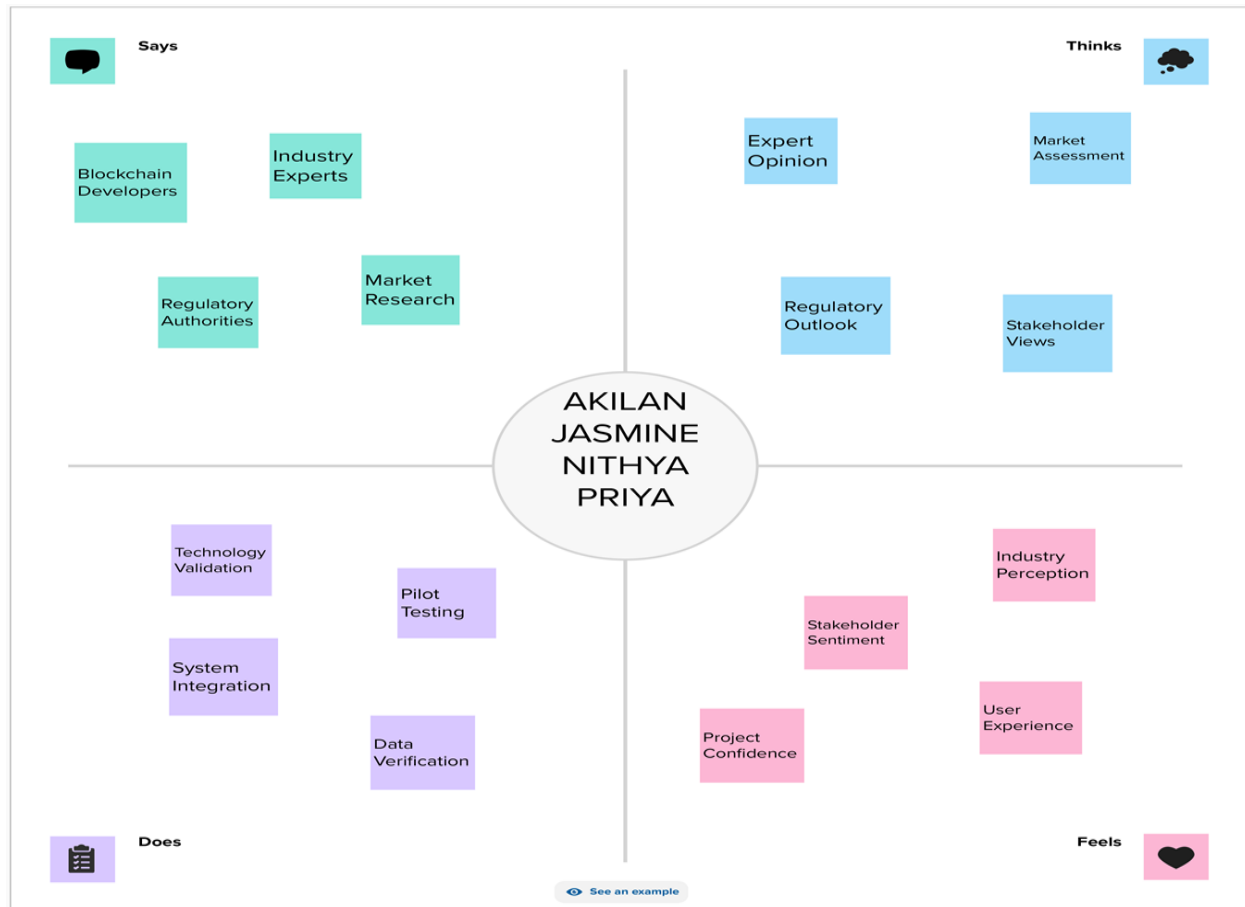# Empathy Map

Date	20/10/2023
Team ID	NM2023TMID00524
Project Name	Drug traceability
Maximum Marks	4 Marks

Empathy Map Canvas:

An empathy map is a simple, easy-to-digest visual that captures knowledge about a user's behaviors 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
- Blockchain Developers
- Industry Experts
- Regulatory Authorities
- Market Research

Thinks
- Expert Opinion
- Market Assessment
- Regulatory Outlook
- Stakeholder Views

AKILAN
JASMINE
NITHYA
PRIYA

Does
- Technology Validation
- Pilot Testing
- System Integration
- Data Verification

Feels
- Industry Perception
- Stakeholder Sentiment
- Project Confidence
- User Experience

See an example

Pain:
- Stakeholders might experience frustration due to the costs and complexities associated with implementing traceability systems.
- They could feel anxiety about potential gaps in the traceability process that could lead to safety issues.
- Some stakeholders may worry about the privacy implications of tracking drug information.

Gain:
- Stakeholders can gain a sense of security and trust in the pharmaceutical industry through effective traceability.
- They may benefit from improved patient safety by reducing the risk of counterfeit or contaminated drugs.
- Regulatory agencies can gain better oversight and enforcement capabilities.

ReferenceLink:
https://app.mural.co/t/adaptivestreetlight3030/m/adaptivestreetlight3030/1697778469203/e7852
91ae3eeeb8c23887e402bb8e5361f6e9ca9?sender=u3ead980932b6260347c60147