


Ideation Phase

Empathize & Discover

Date	24 Oct 2023
Team ID	NM2023TMID03895
Project Name	FOOD TRACKING SYSTEM
Maximum Marks	4 Marks

BLOCKCHAIN PROJECT



Empathy map

Project Title:

FOOD TRACKING SYSTEM

Says
What might be heard about?
What can we imagine them saying?

As a consumer, I want to know the origin of the food I purchase to ensure its quality and safety.

Stakeholders express their concerns regarding food safety and the need for enhanced traceability in the food supply chain.

Stakeholders think about the security of their food supply chain and how blockchain can address potential vulnerabilities.

They contemplate the cost-effectiveness and feasibility of implementing blockchain technology in their operations.

They communicate with industry peers and regulatory authorities about the potential benefits of blockchain technology.

Many stakeholders are concerned about regulatory compliance and how blockchain can assist in meeting food safety standards.

Stakeholders actively research and evaluate blockchain solutions available in the market.

Stakeholders may feel excited about the potential for blockchain to enhance food safety and transparency.

They collaborate with technology providers and consultants to integrate blockchain into their existing systems.

Some stakeholders could be apprehensive about the financial investment required to implement blockchain, but also hopeful about long-term benefits.

They collaborate with technology providers and consultants to integrate blockchain into their existing systems.

They may feel overwhelmed by the complexity of blockchain technology and its integration into existing processes.

Does
What behavior have we observed?
What can we imagine them doing?

Pain

- 1.Lack of Trust.
- 2.Complex Implementation.
- 3.Resistance to Changes.
- 4.Regulatory Challenges.

Gain

- 1.Enhanced Transparency.
- 2.Improved Food Safety.
- 3.Efficiency and Cost Savings.