Ideation Phase
Empathize & Discover

Date	25 September2023
TeamID	NM2023TMID09503
ProjectName	Biometric Security System For Voting Platform
MaximumMarks	4Marks

EmpathyMapCanvas:

- **What does the user Think and Feel?**
  - ➢ I hope this system will prevent unauthorized voting.
  - ➢ How does biometric technology work, and is it reliable?
  - ➢ Is my biometric data safe and protected?

- **What does the user Hear?**
  - ➢ Are there any rumors or misinformation circulating about the use of biometrics in voting, and how do these impact user perception?
  - ➢ Are there any expert opinions or statements from cybersecurity professionals or voting system experts that users have come across?

- **What does the user Say and Do?**
  - ➢ I want my vote to be secure.
  - ➢ I'm concerned about identity theft and fraud in voting
  - ➢ I want a system that's easy to use and efficient.

- **What does the user Pain?**
  - ➢ Users may be concerned about the security of their personal information.
  - ➢ Users may struggle with a product that is difficult to navigate, has a confusing user interface, or lacks clear instructions.

- **What does the user Gain?**
  - ➢ Biometric systems can reduce the risk of errors and voter fraud, providing users with more accurate election results and ensuring their votes are counted correctly.
  - ➢ Biometric authentication can make the voting process more accessible for individuals with disabilities, ensuring that a wider range of users can participate in elections.

Example: Biometric Security System for Voting Platform

Says

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

I want my vote to be secure.

I'm concerned about identity theft and fraud in voting.

I want a system that's easy to use and efficient.

Thinks

What are their wants, needs, hopes, and dreams? What other thoughts might influence their behavior?

Is my biometric data safe and protected?

I hope this system will prevent unauthorized voting.

How does biometric technology work, and is it reliable?

Biometric Security System For Voting Platform

Follows news and updates on election security.

Uses traditional voting methods such as paper ballots or electronic voting machines.

May be willing to adopt biometric authentication if it's proven to be secure and convenient.

I feel anxious about the security of my vote.

I'm excited about the potential for a more secure and convenient voting process.

I'm curious about how biometrics can improve the voting experience.

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?