

## Ideation Phase

### Empathize & Discover

Date	22 October 2023
Team ID	NM2023TMID03969
Project Name	Biometric security system for voting platform
Maximum Marks	4 Marks

### Empathy Map :

**EMPATHY MAP**

Customer name \_\_\_\_\_

Author \_\_\_\_\_

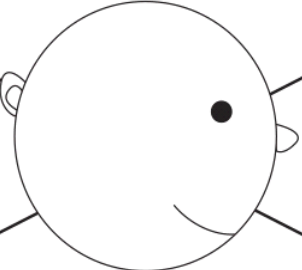
Date \_\_\_\_\_

BDT

**HEAR**

**THINK AND FEEL**

- Feels trust in the security of the voting system.
- Thinks their vote will be counted accurately.
- Feels convenience not having to wait in long lines



**SEE**

**PAIN**  
fears, frustrations, obstacles


- Failed biometric scans from worn out fingerprint or inaccurate facial match.

**GAIN**  
wants, needs, measure of success

- Convenience and time savings from faster check-in process vs traditional methods

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Adapted from XPLANE



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