Ideation Phase

Empathize & Discover

Date	20.10.2023
Team ID	NM2023TMID00516
Project Name	Ethereum Decentralized Smart contract
Maximum Marks	4 Marks

Empathy Map Canvas:

An empathy map is a simple, easy-to-digest visual that captures knowledge about a user's behaviours and attitudes.

It is a useful tool to helps 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.

Example:

Says
What have we heard them say?
What can we imagine them saying?

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

I want a secure and private way to manage my identity online

I am tired of sharing personal information with every online service

I need a user friendly and intuitive interface to interact with the contract

We confirm user identities

Is my personal data safe hackers or misuse?

Can i trust this smart contract with my identity?

I hope this is more convenient than traditional identity verification

How can we trust the data from these contracts?

Ethereum Decentralized Smart contract

Registering their identity on the Ethereum blockchain

Interacting with dApps that use the identity contract for authentication

Verifying their identity with third party services

Tools for efficient contract development,secure coding practices.

Concerned about data privacy and security

Anxious about the learning curve of using blockchain technology

Excited about the potential for self sovereign identity

The need to balance innovation and regulation.

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?

👁 See an example