Ideation Phase
Empathize & Discover

Date	30 october 2023
Team ID	NM2023 TMID 03767
Project Name	Project-Vaccince Tracking
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.

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?

What are the key statements or quotes you've heard from this stakeholder group regarding the vaccine tracking project?

What might be going through their minds when it comes to vaccine tracking? What are their concerns or thoughts?

I want easy access to vaccine information and appointment scheduling

we need efficient systems to log vaccine administration and monitor patient records

Under pressure to control disease spread, need for transparency

"Is this new tracking system going to save us time and reduce errors in record keeping?"

P.SURUTHIKA
T.HARITHA
M.HARINI
E.SUSITHURA
R.VANATHI

What actions or behaviors related to the vaccine tracking project can you observe from this stakeholder group?

What are the emotions and feelings associated with vaccine tracking for this stakeholder group?

They are actively administering vaccines, flling out paperwork, and attending training sessions

Analyzes vaccination trends, communicates with healthcare providers, sets vaccination priorities.

Frustrated about the paperwork overload and overwhelmed by the sheer number of vaccinations to administer

Pressure to meet demand, concerns about quality control.

Feels

What are their fears, frustrations, and anxieties?
What other feelings might influence their behavior?