

Ideation Phase

Empathize & Discover

Date	21 October 2023
Team ID	NM2023TMID08529
Project Name	Vaccine Tracking & Transparent
Maximum Marks	4 Marks

Empathy Map Canvas:

THINK :

1. Is the vaccine I am receiving genuine and effective.
2. I worry about the possibility of counterfeit vaccines.
3. I want real-time updates on vaccine availability in my area.

SAYS:

1. I want to know where my vaccine is coming from and if it's safe.
2. I need transparent information about the vaccine distribution process.
3. I am concerned about the authenticity of the vaccine source.

PAIN:

1. Lack of trust in vaccine sources
2. Difficulty in discerning reliable information from misinformation.
3. Frustration due to the absence of real-time, transparent updates about vaccine availability and distribution.

FEEL:

1. Anxious about the safety and efficacy of the vaccine.
2. Frustrated with misinformation and unreliable sources.
3. Relieved when they receive accurate and transparent information from credible sources.

DOES:

1. Searches online for information about vaccine origins and authenticity.
2. Discusses vaccine concerns and information with friends, family, and social networks.
3. Registers for vaccine updates and notifications from official health organizations.

GAIN:

1. Trust and confidence in the authenticity of the vaccine received.
2. Peace of mind knowing the vaccine distribution process is transparent and well-regulated.
3. Easy access to reliable, real-time information about vaccine availability and sources.