

Ideation Phase

Empathize & Discover

Date	20 September 2022
Team ID	NM2023TMID03944
Project Name	FOOD TRACKING SYSTEM
Maximum Marks	4 Marks

Empathy Map Canvas:

Blockchain Project

Empathy map

Project Title:
FOOD TRACKING SYSTEM

Type your paragraph...

FOOD TRACKING SYSTEM

Our Food Tracking System using Blockchain is a cutting-edge initiative aimed at enhancing the transparency and traceability of food products throughout the supply chain. By leveraging blockchain technology, we are revolutionizing the way consumers and businesses interact with the food industry.

Says
What might be heard about?
What can we imagine them saying?

As a consumer, I want to know the origin of the food I purchase to ensure its quality and safety.

Stakeholders express their concerns regarding food safety and the need for enhanced traceability in the food supply chain.

They communicate with industry peers and regulatory authorities about the potential benefits of blockchain technology.

Stakeholders actively research and evaluate blockchain solutions available in the market.

They collaborate with technology providers and consultants to integrate blockchain into their existing systems.

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

Stakeholders think about the security of their food supply chain and how blockchain can address potential vulnerabilities.

They contemplate the cost-effectiveness and feasibility of implementing blockchain technology in their operations.

Many stakeholders are concerned about regulatory compliance and how blockchain can assist in meeting food safety standards.

Stakeholders may feel excited about the potential for blockchain to enhance food safety and transparency.

Some stakeholders could be apprehensive about the financial investment required to implement blockchain but also hopeful about long-term benefits.

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?

Pain

- 1.Lack of Trust.
- 2.Complex Implementation.
- 3.Resistance to Changes.
- 4.Regulatory Challenges.

Gain

- 1.Enhanced Transparency.
- 2.Improved Food Safety.
- 3.Efficiency and Cost Savings.