


Ideation Phase


Empathize & Discover

Date	21 October 2023
Team ID	NM2023TMID05560
Project Name	Tracking Public Infrastructure and Toll Payments
Maximum Marks	4 Marks



Empathy map canvas

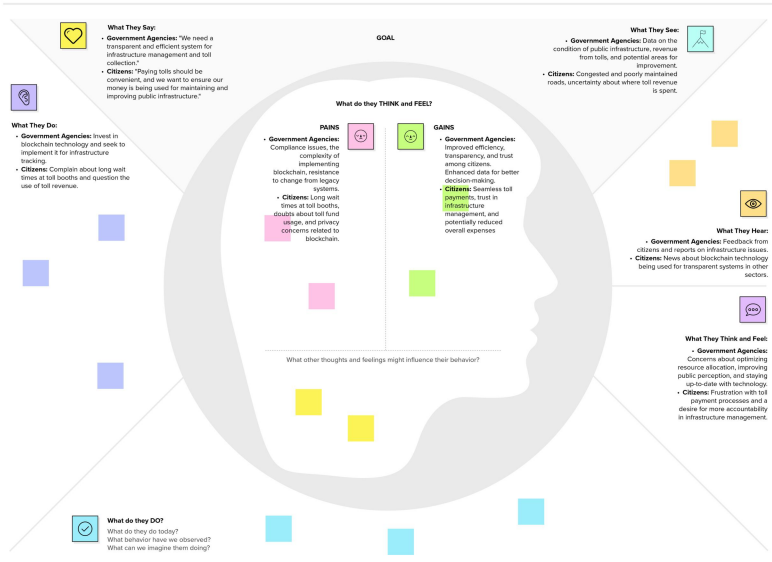
Use this framework to empathize with a customer, user, or any person who is affected by a team's work. Document and discuss your observations and note your assumptions to gain more empathy for the people you serve.

Originally created by Steve Gray at 

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Develop shared understanding and empathy

Summarize the data you have gathered related to the people that are impacted by your work. It will help you generate ideas, prioritize features, or discuss decisions.



GOAL

What they SAY:

- Government Agencies:** "We need a transparent and efficient system for infrastructure management and toll collection."
- Citizens:** "Paying tolls should be convenient, and we want to ensure our money is being used for maintaining and improving public infrastructure."

What They Do:

- Government Agencies:** Invest in blockchain technology and seek to implement it for infrastructure tracking.
- Citizens:** Complain about long wait times at toll booths and question the use of toll revenue.

What they THINK and FEEL?

PAINS

- Government Agencies:** Compliance issues, the complexity of implementing blockchain, resistance to change from legacy systems.
- Citizens:** Long wait times at toll booths, doubts about toll fund usage, and privacy concerns related to blockchain.

GAINS

- Government Agencies:** Improved efficiency, transparency, and trust among citizens. Enhanced data for better decision-making.
- Citizens:** Seamless toll payments, trust in infrastructure management, and potentially reduced overall expenses.

What They See:

- Government Agencies:** Data on the condition of public infrastructure, revenue from tolls, and potential areas for improvement.
- Citizens:** Congested and poorly maintained roads, uncertainty about where toll revenue is spent.

What They Hear:

- Government Agencies:** Feedback from citizens and reports on infrastructure issues.
- Citizens:** News about blockchain technology being used for transparent systems in other sectors.

What They Think and Feel:

- Government Agencies:** Concerns about optimizing resource allocation, improving public perception, and staying up-to-date with technology.
- Citizens:** Frustration with toll payment processes and a desire for more accountability in infrastructure management.

What do they DO?

What do they do today?
What behavior have we observed?
What can we imagine them doing?

What other thoughts and feelings might influence their behavior?