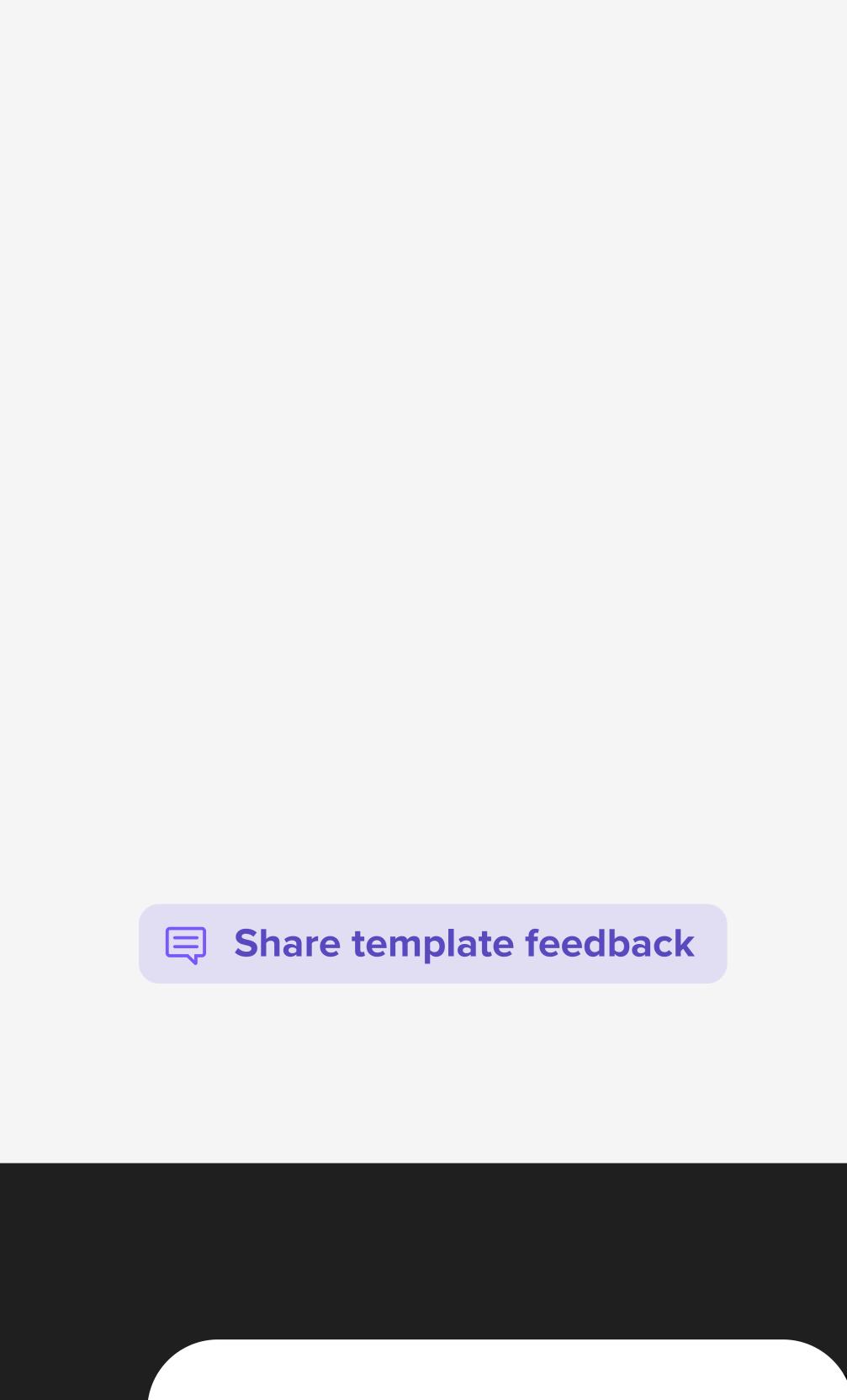


canvas

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 Dave Gray at





Need some

inspiration?

of this template to

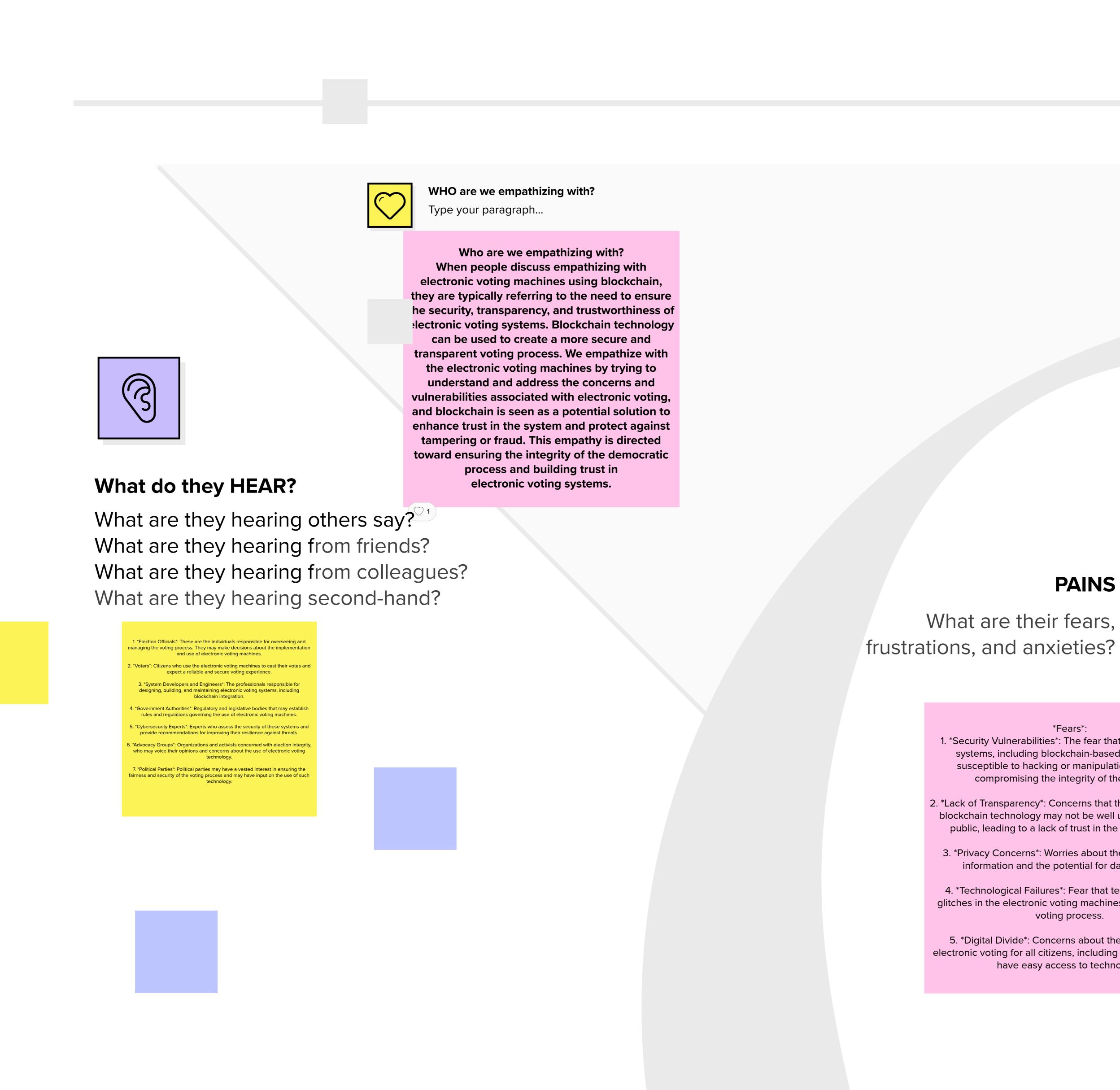
kickstart your work.

See a finished version



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.



What do they DO? What do they do today?

What behavior have we observed?

What can we imagine them doing?

What Needs to Be Done Differently: process is recorded securely and transparently. may involve the use of digital identity systems. have user-friendly interfaces that allow voters to easily understand and use the technology. 4. *Education and Training:* Both voters and election EVMs with blockchain technology to ensure proper usage. 5. *Network Infrastructure:* A robust and secure network infrastructure is essential to support the distributed ledger capabilities of blockchain in EVMs

GOAL

What do they THINK and FEEL?

What are their wants, needs, hopes and dreams

Security*: Users want electronic voting systems to be secure and protect against tampering or fraud to ensure the integrity of the electoral process.

. *Transparency*: People hope for greater transparency in the voting process, where every vote can be verified and counted accurately.

3. *Accessibility*: The needs of various groups, including those with disabilities or

language barriers, should be considered to make voting more accessible and

4. *Efficiency*: Electronic voting systems should be efficient to make the voting process smoother and reduce the chances of long lines or delays at polling places.

5. *Trust*: Users want to trust that their votes will be counted correctly, and blockchain technology can help build this trust by providing a transparent and

tamper-resistant ledger.

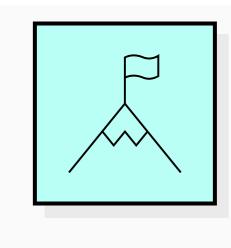
6. *Data Privacy*: Hopes for maintaining the privacy of voters' information and ensuring that their votes remain confidential.

. *Sustainability*: Concerns about the environmental impact of electronic voting systems and hopes for sustainable and eco-friendly technologies.

8. *Reduced Costs*: Expectations for cost-effective voting solutions that save resources and taxpayer money.

What do they need to DO? What do they need to do differently?

What job(s) do they want or need to get done? What decision(s) do they need to make? How will we know they were successful?



Jobs that Blockchain in EVMs Can Address:

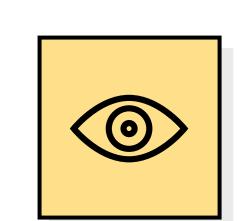
1. *Secure Voting:* Blockchain can help ensure the security and integrity of the voting process, protecting against hacking and

2. *Data Verification:* Blockchain can verify voter identities and ensure that each voter only casts one ballot, addressing the issue of double voting.

3. *Transparency and Auditing:* Blockchain creates a transparent and auditable record of all votes, providing confidence in the electoral process.

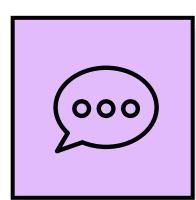
4. *Remote Voting:* Blockchain in EVMs can enable remote or overseas voting, expanding access to the electoral process. 5. *Trust Building:* Blockchain's trust-building capabilities can help restore and enhance public trust in the

fairness of elections.



What do they SEE?

What do they see in the marketplace? What do they see in their immediate environment? What do they see others saying and doing? What are they watching and reading?



What do they SAY?

What have we heard them say? What can we magine them saying?

> 1. *Security and Trust:* "Blockchain-based electronic voting machines provide a new level of security and trust in the voting process. Your vote is recorded in an immutable and transparent ledger, safeguarding it from manipulation." 2. *Transparency:* "With blockchain, every vote is recorded in a transparent and decentralized manner. You can independently verify that your vote was counted accurately." 3. *Protection Against Fraud:* "Blockchain prevents double voting and helps ensure that only eligible voters participate, reducing the risk of fraud." 4. *Accessibility:* "These machines can potentially make voting

more accessible, allowing you to vote securely from anywhere, whether you're at home or abroad." 5. *Auditable Records:* "Blockchain creates a clear and auditable record of all votes, providing a solid foundation for electoral integrity."

I. *Blockchain Integration:* EVMs need to be designed with integrated blockchain technology, ensuring that the voting 2. *Identity Verification:* Implementing effective identity verification methods is crucial to prevent voter fraud. This 3. *User-Friendly Interfaces:* EVMs with blockchain should officials need to be educated and trained on the use of

people to use EVMs as a means of participating in the democratic process. This sense of duty can encourage turnout. . Fear of Retaliation: In some cases, voters may be influenced by fear group. Accessibility and Convenience: Thoughts about the convenience an accessibility of EVMs can influence voter behavior. If EVMs are easy to

What other thoughts and feelings might influence their behavior?

I. Trust in Technology: People's trust in the accuracy and reliability of EVMs can influence their behavior. If they have confidence in the

technology, they are more likely to use it as intended.

2. Political Beliefs and Loyalty: An individual's political beliefs, party

loyalty, or candidate preferences can strongly impact their behavio

when using EVMs. They may vote for a particular party or candidate based on their political ideology.

3. Fear of Manipulation: Concerns about the security and potential

or protests. People may fear that their votes won't be counted

accurately.

4. Civic Duty: The sense of civic responsibility and duty can motivate

What are their fears,

1. *Security Vulnerabilities*: The fear that electronic voting

systems, including blockchain-based ones, may be

susceptible to hacking or manipulation, potentially

2. *Lack of Transparency*: Concerns that the inner workings of

blockchain technology may not be well understood by the

public, leading to a lack of trust in the voting process.

3. *Privacy Concerns*: Worries about the privacy of voter

information and the potential for data breaches.

4. *Technological Failures*: Fear that technical issues or

voting process.

5. *Digital Divide*: Concerns about the accessibility of

electronic voting for all citizens, including those who may not

have easy access to technology.

glitches in the electronic voting machines could disrupt the

compromising the integrity of the election.

