

# 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.

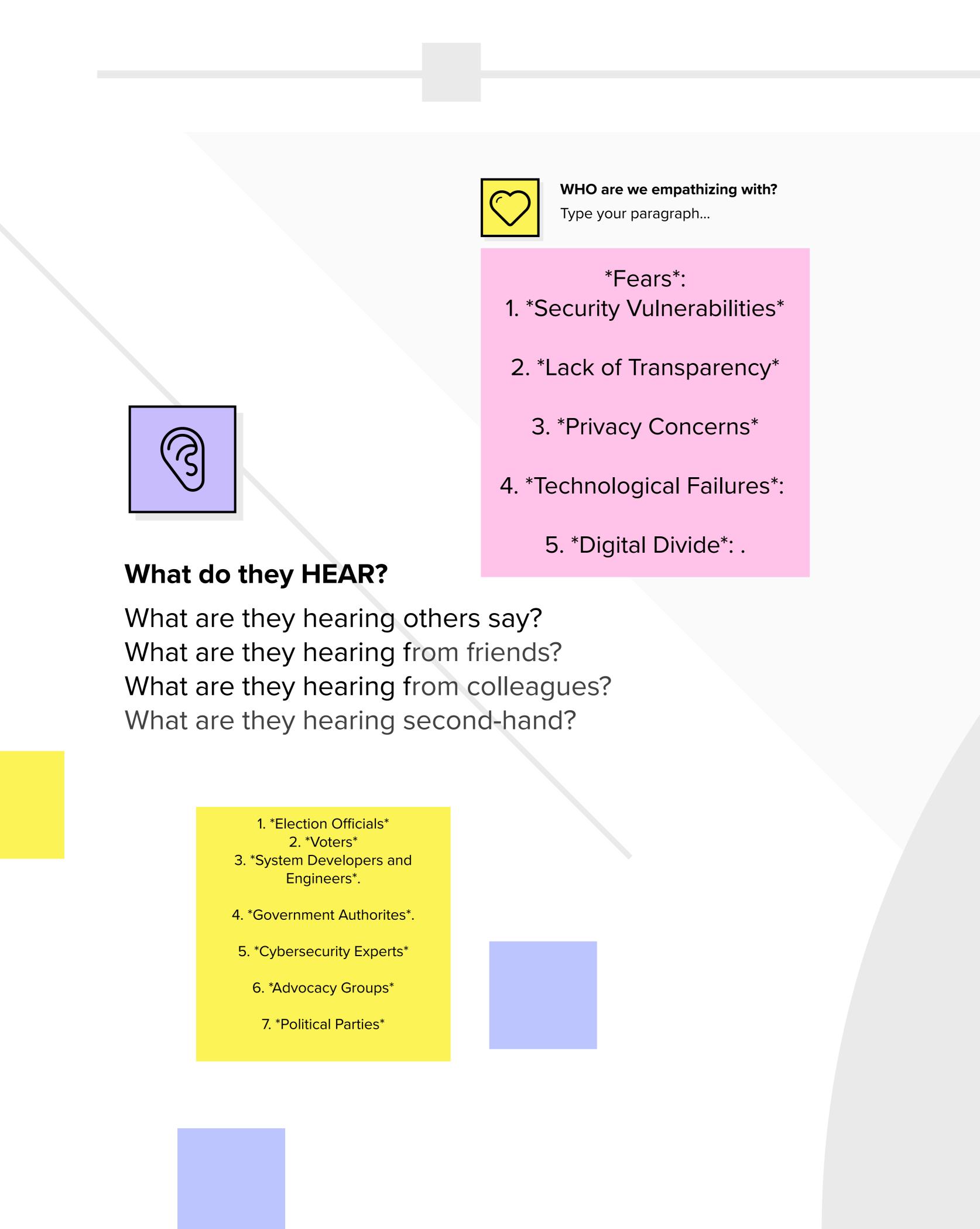
Originally created by Dave Gray at





### 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 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.



\*Fears\*:

1. \*Security Vulnerabilities\*

2. \*Lack of Transparency\*

3. \*Privacy Concerns\*

4. \*Technological Failures\*:

5. \*Digital Divide\*: .

GAINS
What are their wants,needs,hopes and dreams

1. \*Security\*

2. \*Transparency

3. \*Accessibility

4. \*Efficiency\*

5. \*Trust.

6. \*Data Privacy

7. \*Sustainability

8. \*Reduced Costs

#### What do they SEE?

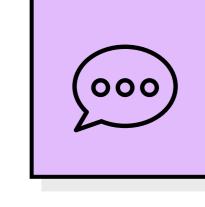
What do they see in the marketplace?
What do they see in their immediate environment?
What do they see others saying and doing?
What are they watching and reading?

2. \*Data Verification.

3. \*Transparency and Auditing:\*

4. \*Remote Voting:\*

5. \*Trust Building



#### What do they SAY?

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

## 1. \*Security and Trust:\*2. \*Transparency:\*

3. \*Protection Against Fraud.4. \*Accessibility:\*

5. \*Auditable Records:\*

What do they DO?
What do they do tod

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

\*What Needs to Be Done Differently:\*

1. \*Blockchain Integration:

2. \*Identity Verification:.

3. \*User-Friendly Interfaces:

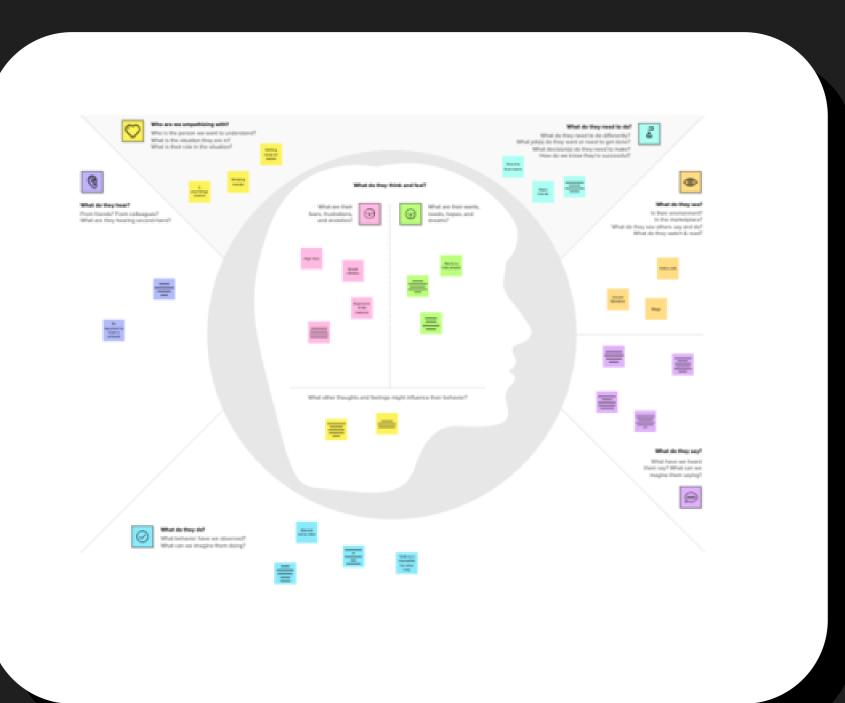
4. \*Education and Training.

5. \*Network Infrastructre

Trust in Technology
 Political Beliefs and Loyalty:
 Fear of Manipulation:.
 Civic Duty: .
 Fear of Retaliation
 Accessibility and Convenience:

What other thoughts and feelings might influence their behavior?

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Open example



