

# EMPATHY MAP

SAYS  
&  
DOES

PAIN

GAIN

THINK  
&  
FEELS

- Keeping our data secure and private has been a bit nerve-wracking. It's like guarding Fort Knox with a rusty padlock sometimes.
- Trying to make everything play nice together on different devices and platforms has been like herding cats. It's a constant game of trial and error.
- Have we considered strategies to optimize the encoding and decoding processes for efficiency, especially when dealing with large volumes of data or high-resolution video?
- Had we thought about the user interface and experience for both encoding data into the QR codes and decoding them from the video? How will you make the process intuitive and user-friendly?

- Says:

Our project uses QR codes, those square patterns you see on things like tickets and ads, to store data. Instead of just one QR code, we put lots of them together in a video. Each frame of the video has a bunch of these QR codes packed in. By doing this, we can store a huge amount of data in the video.

- Does:

Our project creates QR codes filled with information. It puts these QR codes into the frames of a video. When someone watches the video, they're actually seeing a bunch of hidden data in those QR codes. If needed, someone can later decode these QR codes to access the stored information.



# THINKS & FEELS

