Ideation Phase
Empathize & Discover

Date	25 September 2023
Team ID	NM2023TMID09517
Project Name	ClimateTrackSmart using block chain
Maximum Marks	4 Marks

Empathy Map Canvas:

An empathy map is a simple, easy-to-digest visual that captures knowledge about a user's behaviours and attitudes.

It is a useful tool to helps teams better understand their users.
Creating an effective solution requires understanding the true problem and the person who is experiencing it. The exercise of creating the map helps participants consider things from the user's perspective along with his or her goals and challenges.
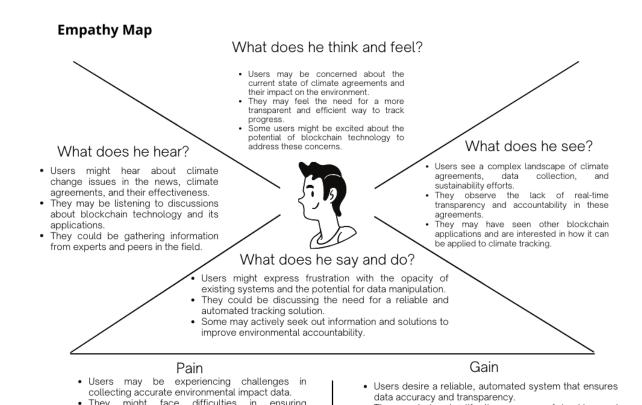**Example:ClimateTrackSmart using blockchain**

Empathy Map

What does he think and feel?
- Users may be concerned about the current state of climate agreements and their impact on the environment.
- They may feel the need for a more transparent and efficient way to track progress.
- Some users might be excited about the potential of blockchain technology to address these concerns.

What does he hear?
- Users might hear about climate change issues in the news, climate agreements, and their effectiveness.
- They may be listening to discussions about blockchain technology and its applications.
- They could be gathering information from experts and peers in the field.

What does he see?
- Users see a complex landscape of climate agreements, data collection, and sustainability efforts.
- They observe the lack of real-time transparency and accountability in these agreements.
- They may have seen other blockchain applications and are interested in how it can be applied to climate tracking.

What does he say and do?
- Users might express frustration with the opacity of existing systems and the potential for data manipulation.
- They could be discussing the need for a reliable and automated tracking solution.
- Some may actively seek out information and solutions to improve environmental accountability.

Pain
- Users may be experiencing challenges in collecting accurate environmental impact data.
- They might face difficulties in ensuring accountability and preventing fraudulent reporting.
- Users could find it time-consuming to track and report progress manually.

Gain
- Users desire a reliable, automated system that ensures data accuracy and transparency.
- They seek to simplify the process of tracking and reporting environmental impact.
- Users want to see a positive change in the effectiveness of climate agreements and environmental sustainability efforts.