IDEATION PHASE

EMPATHIZE & DISCOVER

Date	21 september 2023
Team ID	NM2023TMID03952
Project Name	CLIMATETRACKSMART USING BLOCKCHAIN
Maximum Marks	4 Marks

Empathy Map Canvas:

CLIMATE TRACKSMART USING BLOCKCHAIN

Says
What have we heard them say?
What can we imagine them saying?

Expresses concerns about the accuracy and transparency of climate data.

Seeks information on how Climate TrackSmart can help combat climate change and reduce carbon emissions.

Asks questions about how blockchain technology ensures data security and integrity.

Thinks
What are their wants, needs, hopes, and dreams?
What other thoughts might influence their behavior?

Believes that blockchain can provide a trustworthy and tamper-proof record of climate data.

Is interested in understanding the long-term impact of their individual actions on the environment.

Expects the platform to offer easy-to-understand data and insights to make informed decisions.

Does
What behavior have we observed?
What can we imagine them doing?

Actively tracks their personal carbon footprint and environmental impact.

Participates in carbon offset initiatives and sustainability efforts.

Engages in discussions with peers and experts on climate change and the potential of blockchain in addressing these issues.

Feels
What are their fears, frustrations, and anxieties?
What other feelings might influence their behavior?

Concerned about the urgency of addressing climate change and its effects on the planet.

Optimistic about the potential of technology, like blockchain, to make a positive impact on climate solutions.

Motivated and empowered to take action when provided with the right tools and information by Climate TrackSmart.

See an example