

Ideation Phase

Empathize & Discover

Date	19/October/2023
Team ID	NM2023TMID00438
Project Name	Digital Asset Management on the Ethereum Blockchain
Maximum Marks	4 Marks

Empathy map:

Template

Empathy map

Use this framework to develop a deep, shared understanding and empathy for other people. An empathy map helps describe the aspects of a user's experience, needs and pain points, to quickly understand your users' experience and mindset.

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Build empathy

The information you add here should be representative of the observations and research you've done about your users.

Says

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

- I'm concerned about the security of my digital assets. Hacks and scams are always a risk
- I've been studying the potential of Layer 2 solutions for Ethereum. They could greatly reduce transaction costs.
- I'm excited about NFTs. I just purchased a digital art piece, and it feels like I own a piece of history.
- Developers actively participate in blockchain development, including creating smart contracts and decentralized applications (dApps).
- Holding and HODLing: Long-term investors often "HODL" (hold) their digital assets, believing in the asset's long-term potential.
- They might use technical and fundamental analysis, monitor market trends, and make quick decisions on buying and selling.

Thinks

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

- Users want to secure their financial future by making profitable investments.
- They dream of participating in or contributing to groundbreaking projects that redefine the financial industry.
- They need user-friendly, cost-effective, and inclusive blockchain solutions.
- Security Concerns: Users might fear the potential loss of their digital assets due to hacks, phishing attacks, or vulnerabilities in smart contracts.
- Volatility and Investment Worries: Users and investors might get frustrated when the value of their digital assets experiences significant price fluctuations.
- Transaction Speed and Costs: High transaction fees and slow confirmation times can frustrate users, especially during times of network congestion.

Does

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

Feels

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

Digital Asset Management on the Ethereum Blockchain

Need some inspiration?

See a finished version of this template to kickstart your work.

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Mural link:

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