Ideation Phase
Empathy Map Canvas

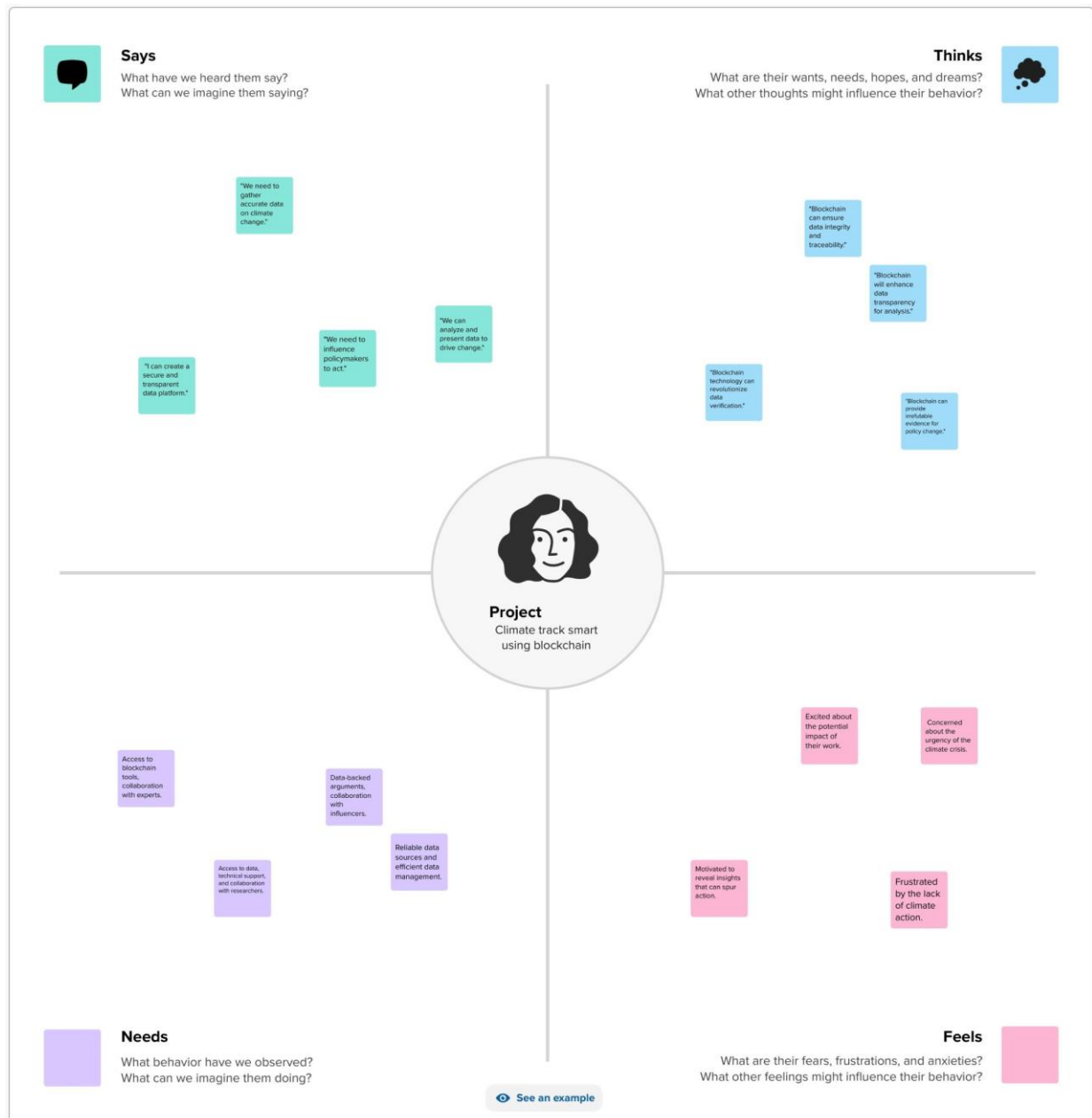| Date	20-oct-23
Team ID	C7C771C79AB29EB849E4344BC64B6513
Project Name	Project:Climate Track Using Smart Block-chain
Maximum marks	2 mark

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.

Climate track smart using blockchain:

"We need to gather accurate data on climate change."

"I can create a secure and transparent data platform."

"We need to influence policymakers to act."

"We can analyze and present data to drive change."

"Blockchain can ensure data integrity and traceability."

"Blockchain will enhance data transparency for analysis."

"Blockchain technology can revolutionize data verification."

"Blockchain can provide irrefutable evidence for policy change."

Project
Climate track smart using blockchain

Access to blockchain tools, collaboration with experts.

Data-backed arguments, collaboration with influencers.

Access to data, technical support, and collaboration with researchers.

Reliable data sources and efficient data management.

Excited about the potential impact of their work.

Concerned about the urgency of the climate crisis.

Motivated to reveal insights that can spur action.

Frustrated by the lack of climate action.

Pain:

Blockchain Developer*

1. Resource Constraints
2. Complex Problem Solving

Environmental Scientist*

1. Data Accuracy Challenges
2. Complexity of Blockchain

Policy Advocate*

1. Policy Inertia
2. Lack of Convincing Data

Data Analyst*

1. Data Accessibility
2. Technical Challenges

Gain:

Data Analyst*
1. Enhanced Data Transparency
2. Motivation through Insights
Policy Advocate*
1. Irrefutable Evidence
2. Collaboration with Influencers
Blockchain Developer*
1. Innovative Solution
2. Potential Impact
Environmental Scientist*
1. Data Integrity
2. Contribution to Climate Action