

Ideation Phase

Empathize & Discover

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| Date | 21 October 2023 |
| Team ID | NM2023TMID05556 |
| Project Name | Ip Collectible Hub |
| Maximum Marks | 4 Marks |

Empathy Map Canvas:

| What went well? What should we keep doing? What should we celebrate? Where did we make progress? | IP Collectible Hub | What went poorly? Where did we have problems? What was frustrating to us or others? What held us back? |
|--|---|--|
| <div>Seeks a supportive collector community.</div> <div>Excited about rare patents, values history.</div> | <div>Now to IP collectibles, feeling overwhelmed.</div> <div>Uncertain about value assessment.</div> <div>Seeks a user-friendly and informative platform.</div> | |
| <div>Enthusiastic but confused by blockchain.</div> <div>Seeks educational resources.</div> <div>Worried about counterfeit purchases.</div> | <div>Eager to showcase digital artwork.</div> <div>Concerned about intellectual property protection.</div> <div>Wants to engage with buyers and creators.</div> | |
| What ideas do you have? What ideas do you have for future work together? Where do you see opportunities to improve? What has untapped potential? | <div>See an example</div> | How should we take action? What do you believe we should do next? What specific things should we change? What should extend beyond this meeting? |