Ideation Phase Empathize & Discover

Date	14.10.2023
Team ID	NM2023TMID08532
Project Name	Drug Traceability
Maximum 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.

Smart contracts can enhance transparency in the drug supply chain. This transparency can help reduce fraud, counterfeit drugs, and ensure that the drugs are genuine and safe.

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Patients can have greater confidence in the medications they are taking.

Ethereum has faced scalability issues, leading to congestion and high gas fees during periods of high network activity.

Achieving interoperability and ensuring data consistency across these different systems can be difficult

This can increase the overall cost of implementing a traceability system.

Think & Feel

Hear



See

Say & Do

The ability to trace the entire journey of a drug ensures patient safety

In cases of recalls or adverse events, it's much faster and more precise to identify affected batches and recipients.

Data on the blockchain is immutable and secure.

This means that the information related to drug traceability is protected from unauthorized alterations.

Patients can take a more active role in their healthcare by verifying the authenticity and safety of the medications they are prescribed.

Patients and healthcare providers can easily verify the authenticity and origin of medications, improving patient safety.

Global Accessibility: Ethereum's blockchain is accessible worldwide, allowing organizations and individuals from different parts of the world to participate in and benefit from drug traceability initiatives.

GAIN:

Real-time Tracking Environmental Sustainability

Reduced Administrative PAIN:

Complex
Development

Energy Consumption

Dependence on Internet Connectivity: