

Ideation Phase

Empathize & Discover

Date	30 October 2023
Team ID	NM2023TMID03802
Project Name	Project – VACCINE TRACKING
Maximum Marks	4 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 help 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.

Example:



Says

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

Vaccine tracking refers to the process of monitoring and recording the administration of vaccines to individuals or populations. It is an essential component of public health, healthcare management, and disease control efforts.

Healthcare providers and institutions track vaccine inventory to ensure an adequate supply of vaccines and prevent stockouts.

Vaccine tracking may include monitoring and reporting adverse events or side effects following vaccination. This helps ensure the safety of vaccines.

Public health authorities use vaccine tracking data to communicate with the public about the importance of vaccination, vaccine safety, and vaccination campaigns.

During health emergencies like the COVID-19 pandemic, vaccine tracking played a significant role in the development of vaccine passports or certificates, which provide proof of vaccination.

Public health agencies and healthcare providers use vaccine tracking data for reporting, trend analysis, and decision-making. It helps identify areas with low vaccination rates and allocate resources effectively.

VINOTHINI S
VASANTHAPRIYA S
UDHAYA K
SHIYAMALADEVI S

International organizations like the World Health Organization (WHO) track the distribution and administration of vaccines on a global scale, particularly for diseases like polio and COVID-19.

Effective communication about vaccine availability, eligibility, and scheduling is important to encourage vaccine uptake. It also plays a role in dispelling vaccine hesitancy and misinformation.

With the digitalization of vaccine tracking, ensuring the security and privacy of personal health information is paramount. Strict data protection measures are needed to safeguard sensitive vaccine-related data.

Healthcare providers and individuals may report adverse events or side effects after receiving a vaccine. Tracking and investigating these reports is important for vaccine safety monitoring.

This involves tracking who has received a particular vaccine, such as COVID-19 vaccines or routine immunizations. It includes recording the date of administration, the type of vaccine, and the location where it was given.

Electronic health records (EHRs) and immunization information systems (IIS) are used to keep track of an individual's vaccine history. These records help healthcare providers ensure that patients receive the right vaccines at the appropriate intervals.



Does

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

[See an example](#)



Thinks

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

Feels

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

