Ideation Phase
Empathize & Discover

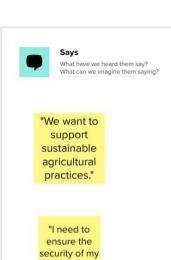| Date	26 OCTOBER 2023
Team ID	NM2023TMID03759
Project Name	FARMER INSURANCE CHAIN
Maximum Marks	4 Marks

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 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.

Example:

Says

"We want to support sustainable agricultural practices."

"I study climate patterns and their impact on agriculture."

"I need to ensure the security of my investments."

I need to understand the specific needs of each farmer."

Thinks

Insurance can be a crucial adaptation strategy for farmers.

Insurance is a crucial component o agricultural resilienc

I want to provide the best insurance solutions for my clients.

I'm lookin comprehe cover tailored large- oper

FARMER INSURANCE CHAIN

Does

Employs risk assessment specialists, seeks out insurance brokers, evaluates policies for maximum coverage

Conducts client interviews, attends agricultural seminars, stays updated on industry trends

Conducts field research, analyzes data, publishes findings on climate-resilient farming practices

Researches insurance options online, attends local agricultural meetings, asks fellow farmers for recommendations.

Driven to find solutions for climate-related challenges, advocates for sustainable agriculture

Committed to safeguarding the agricultural sector, values partnerships with insurers

Empathetic towards the challenges faced by farmers, motivated to find suitable solutions

Concerned about potential market fluctuations, seeks stability in insurance solutions

Feels

See an example