Empathy Map Canvas

Climate What do they Rising Stay resilent change,Soil demand for against global erosion and more food of economic THINK AND FEEL? biodiversity higher quality factors what really counts major preoccupations worries & aspirations Marketing for good prize What do they What do they By knowing Sowing in HEAR? SEE? the type and Getting Will this prevent the right strength of the crop from right seeds the crop from their farmland natural diasters protect their crop what friends say insect, birds, etc environment friends what boss say what influencers say what the market offers What do they SAY AND DO? To protect It should be It should be attitude in public the crop efficient affordable to throughout against the farmers appearance the year diseases behavior towards others **PAIN GAIN** fears "wants" / needs frustrations measures of success obstacles obstacles Increase the Increase To make use To use the To make sure that yield of crop as the all the farmers of iot technologies affect the crop a result of knew about this technologies of IoT in an economic project so that they production crop efficiently proper way growth protection