EMPATHY MAP

PROJECT NAME: Estimate the Crop Yield Using Data Analytics

TEAM MEMBERS

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ACTIVITY:

In this activity you are expected to prepare the empathy map canvas to capture the user Pains & Gains, Prepare list of problem statements.

EMPATHY MAP:

Empathy maps are an excellent starting point for communicating those findings to colleagues, uniting the team under one shared understanding of the user.

Essentially, an empathy map is a square divided into four quadrants with the user or client in the middle. Each of the four quadrants comprises a category that helps us delve into the mind of the user. The four empathy map quadrants look at what the user **says**, **thinks**, **feels**, and **does**.

Proposed Empathy Map