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Empathy Map Canvas

Gain insight and understanding on solving customer problems.

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Build empathy and keep your focus on the user by putting yourself in their shoes.

Goal should be clearly stated and realistic.

Managing a project is the bit like a completing a rubik's cube.

What do they THINK AND FEEL?

what really counts
major preoccupations
worries & aspirations

Before we start the project, we have to be reasonably certain that your task definitions have the appropriate granularity.

Be the change you see in the world.

To monitor the farming, there should be minimal amount of internet usage.

What do they HEAR?

what friends say
what boss say
what influencers say

Boost agriculture awareness.

There should be perfect level of measurements for water, pesticides to the corresponding crops and areas.

What do they SEE?

environment
friends
what the market offers

Whatever the ways to do farming, the main objective is to yeild more crops.

Know yourself and understand your bosses behaviors.

Aims to deliver the best user - friendly application for farmers for best Yeilding.

What do they SAY AND DO?

attitude in public
appearance
behavior towards others

Manage components of the plan delegate tasks to key team.

Give member a space to they need to thrive.

Force yourself to commit, find the right timing.

PAIN

fears
frustrations
obstacles

From disorganising to planning and organizing.

Blockout the distraction.

Accuracy ability to reach designated target.

GAIN

"wants" / needs
measures of success
obstacles

You will accumulate a ridiculous amount of skills.

You will be able to bring your vision to life.

Share your feedback

PROBLEM STATEMENT

Akshaya.G is a/an Student

user name user characteristics

who needs Digital and smart farming

user need

because Need to yield more crops than traditional methods. .

insight

PROBLEM STATEMENT

Karthikeyan.A is a/an Student

user name

user characteristics

who needs Digital and smart farming

user need

because better cost management and waste reduction. .

insight

PROBLEM STATEMENT

Manoshree.T is a/an Student

user name

user characteristics

who needs Digital and smart farming

user need

because eliminate the risk of losing yields. .

insight

PROBLEM STATEMENT

Muthulakshmi.M is a/an Student

user name

user characteristics

who needs Digital and smart farming

user need

because reduces the ecological footprint of farming. .

insight