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Empathy Map Canvas

Gain insight and understanding on solving customer problems.

1

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

What do they THINK AND FEEL?

what really counts
major preoccupations
worries & aspirations

Goal should be clearly stated and realistic.

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

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

What do they HEAR?

what friends say
what boss say
what influencers say

Be the change you see in the world.

Boost agriculture awareness.

Know yourself and understand your bosses behaviors.

Sunlight
Temperature
Moisture
Humidity
Life Cycle
Battery
My Plants

What do they SEE?

environment
friends
what the market offers

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

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

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

What do they SAY AND DO?

attitude in public
appearance
behavior towards others

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

Give member a space to they need to thrive.

Manage components of the plan delegate tasks to key team.

PAIN

fears
frustrations
obstacles

Force yourself to commit, find the right timing.

From disorganising to planning and organizing.

Blockout the distraction.

GAIN

"wants" / needs
measures of success
obstacles

Accuracy ability to reach designated target.

You will accumulate a ridiculous amount of skills.

You will be able to bring your vision to life.

Share your feedback

PROBLEM STATEMENT

Akshsya.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