

Empathy Map

Use this framework to develop a deep, shared understanding and empathy for other people. An empathy map helps describe the aspects of a user's experience, needs and pain points, to quickly understand your mindset and user's experience.

Says

This is a textbox...

What have we heard them say? What can we imagine them saying?

Thinks

...

What are their wants and needs?

Ability to analyze data and respond appropriately

Is it trustworthy?

Can greatly help in ensuring plant nourishment

The system can monitor plant quality automatically, trigger the alarms immediately to prevent any plant attacks

Acquires signals from sensors converts to digital and processes the data

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TIP

Add your name and any additional notes.

This is a textbox...

Ensure plantsafety

Analyze data

Does

What behaviour have we observed?

Feels

What are the farmer's fears, frustrations and anxieties?

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