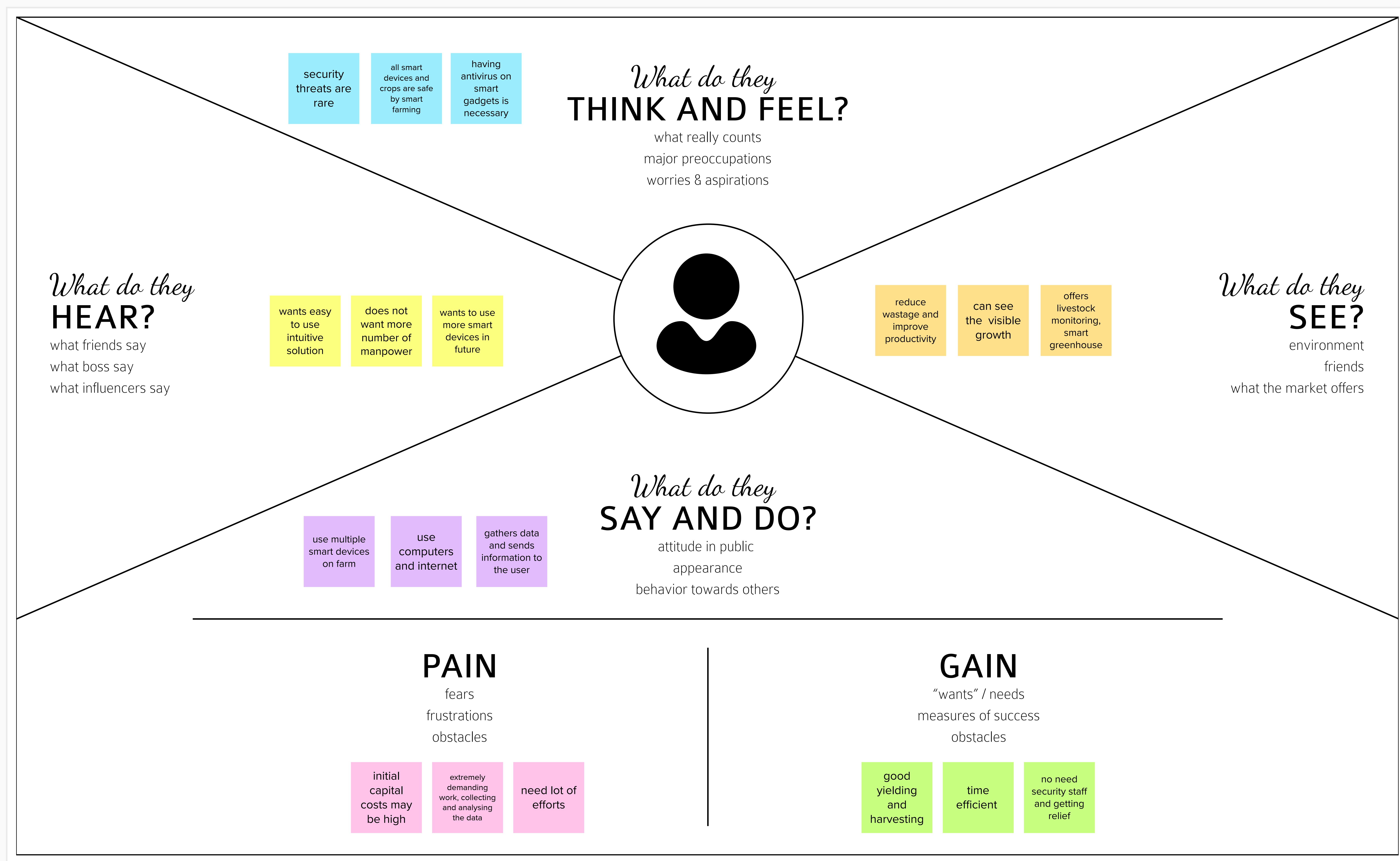# Empathy Map Canvas

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

- security threats are rare
- all smart devices and crops are safe by smart farming
- having antivirus on smart gadgets is necessary

What do they
HEAR?

what friends say

what boss say

what influencers say

- wants easy to use intuitive solution
- does not want more number of manpower
- wants to use more smart devices in future

What do they
SEE?

environment

friends

what the market offers

- reduce wastage and improve productivity
- can see the visible growth
- offers livestock monitoring, smart greenhouse

What do they
SAY AND DO?

attitude in public

appearance

behavior towards others

- use multiple smart devices on farm
- use computers and internet
- gathers data and sends information to the user

PAIN

fears

frustrations

obstacles

- initial capital costs may be high
- extremely demanding work, collecting and analysing the data
- need lot of efforts

GAIN

"wants" / needs

measures of success

obstacles

- good yielding and harvesting
- time efficient
- no need security staff and getting relief

Share your feedback

smart farming