

IDEATION PHASE
EMPATHIZE & DISCOVER

Date	30 September 2022
Team ID	PNT2022TMID03011
Project Name	Estimate the Crop Yield using Data Analytics
Maximum Marks	4 Marks

EMPATHY MAP CANVAS:

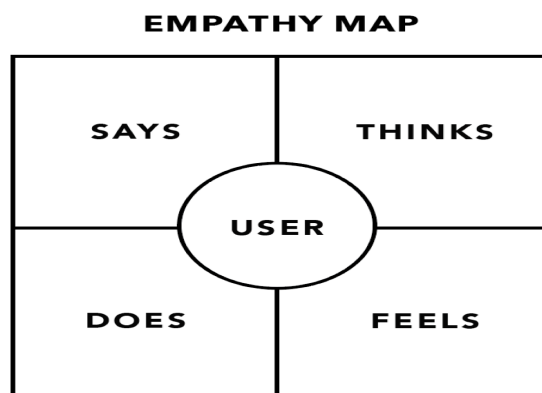
An empathy map is a simple, easy-to-digest visual that captures knowledge about a user's behaviors and attitudes.

It is a useful tool to help teams better understand their users.

Creating an effective solution requires understanding the true problem and the person who is experiencing it. The exercise of creating the map helps participants consider things from the user's perspective along with his or her goals and challenges.

FORMAT:

Traditional empathy maps are split into 4 quadrants (*Says, Thinks, Does, and Feels*), with the user or persona in the middle. Empathy maps provide a glance into who a user is as a whole and are **not** chronological or sequential.



1. The **Says** quadrant contains what the user says out loud in an interview or some other usability study. Ideally, it contains verbatim and direct quotes from research.
2. The **Thinks** quadrant captures what the user is thinking throughout the experience. Ask yourself (from the qualitative research gathered): what occupies the user's thoughts? What matters to the user? It is possible to have the same content in both *Says* and *Thinks*. However, pay special attention to what users think, but may not be willing to vocalize. Try to understand why they are reluctant to share — are they unsure, self-conscious, polite, or afraid to tell others something?
3. The **Does** quadrant encloses the actions the user takes. From the research, what does the user physically do? How does the user go about doing it?
4. The **Feels** quadrant is the user's emotional state, often represented as an adjective plus a short sentence for context. Ask yourself: what worries the user? What does the user get excited about? How does the user feel about the experience?

EMPATHY MAP FOR CROP PREDICTION:

