

Ideation Phase Empathize & Discover

Date	19 September 2022
Team ID	PNT2022TMID21246
Project Name	SMARTFRAMER- IoT ENABLED SMART FARMING APPLICATION
Maximum Marks	4 Marks

TEAM MEMBERS:

19C001 - ABIRAMI PRIYA J

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Empathy Map Canvas:

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

TOPIC: SMARTFRAMER- IoT ENABLED SMART FARMING APPLICATION

EMPATHY MAP	
SAYS: <ul style="list-style-type: none"><input type="checkbox"/> Gives alert once the job has been done<input type="checkbox"/> Gives alert if sudden changes happen<input type="checkbox"/> Sends message to the farmer once the threshold met.	DOES: <ul style="list-style-type: none"><input type="checkbox"/> Our model will detect the irrigation control<input type="checkbox"/> Detects local whether monitoring<input type="checkbox"/> Detects the quality of the soil.
THINKS: <ul style="list-style-type: none"><input type="checkbox"/> Will it reduce manual work of a farmer<input type="checkbox"/> Will it predict accurately<input type="checkbox"/> Can farmers monitor each and every thing from home	FEELS: <ul style="list-style-type: none"><input type="checkbox"/> To make farmers to feel the snug.<input type="checkbox"/> To make farmers not to worry about the crops.<input type="checkbox"/> to update the farmers on every movement.
GOALS: <ul style="list-style-type: none"><input type="checkbox"/> To establish a continuous communication through sensors from agricultural land to farmers.<input type="checkbox"/> To minimize manual work of the farmers by automating the control over the agriculture.	

PAIN:

- ☐ DELAY IN WARNING
- ☐ MAY NOT GIVE ACCURATE RESULTS

GAIN:

- ☐ AUTOMATION
- ☐ RESULTS WILL GET REFLECTED ONCE THE THRESHOLD HAS REACHED