

Ideation
PhaseEmpathize&Dis
cover

Date	10October2022
TeamID	PNT2022TMID30465
ProjectName	SMARTFARMER-IOTENABLEDSMARTFARMINGAPPLICATION
MaximumMarks	4Marks

EmpathyMapCanvas:

Anempathymapisasimple,easy-to-digestvisualthatcapturesknowledgeaboutauser’sbehavioursandattitudes.

Itisausoftooltohelpsteamsbetterunderstandtheirusers.
Creatinganeffectivesolutionrequiresunderstandingthetrueproblemandthepersonwhoisexperiencingit.Theexerciseofcreatingthemaphelpsparti
cipantsconsiderthingsfromtheuser’sperspectivealongwithhisorhergoalsandchallenges.

EmpathyMap:

