Empathy Map Canvas

Monitoring the crops

What do they THINK AND FEEL?
what really counts
major preoccupations
worries & aspirations

Collecting information about the crops

Reduce human power

Low cost

Easy to use

What do they HEAR?
what friends say
what boss say
what influencers say

You can able to do?

Is this an good idea?

Less damage

Healthy food products

What do they SEE?
environment
friends
what the market offers

Natural grown crops

Reducing the damage of the crops

What do they SAY AND DO?
attitude in public
appearance
behavior towards others

Manage farms in hectare

Convenient for the farmers

Analysis the crop frequently

Mobile usage

PAIN
fears
frustrations
obstacles

Network connection

GAIN
"wants" / needs
measures of success
obstacles

High production

Healthy crops

High cost

Less human work