## Ideation Phase Empathize & Discover

Date	19 September 2022
Team ID	PNT2022TMID50823
Project Name	IOT smart crop protection system for
	agriculture
Maximum Marks	4 Marks

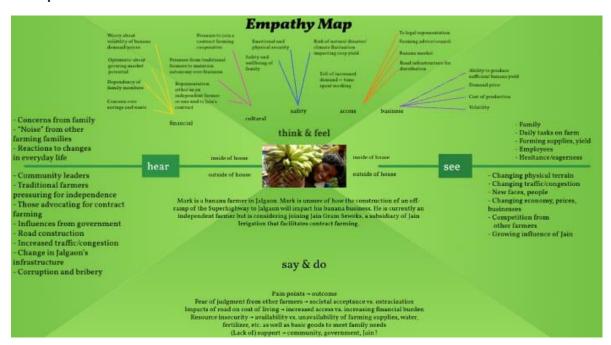
## **Empathy Map Canvas:**

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 helps 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.

## **Example:**



**Example: Food ordering & delivery application** 

Food availability means that sufficient quantities of appropriate and quality food is available from domestic production, commercial imports, food assistance or food reserves on a consistent base.

Stability of food refers to availability of adequate food all the times, thus, certain that access and utilisation of appropriate food is not curtailed

by any hindrance, shortages or

by emergencies or sudden crises.

ILABILITY

## **FOOD SECURITY**

"Exists when all people, at all times, have physical and economic access to sufficient, safe and nutritious food that meets their dietary needs and food preferences for an active and healthy life"

People have adequate income or other resources to access appropriate food domestically through home production, buying in local markets or as exchange, gifts, borrowing or as food aid.

People *utilise* food properly through food storing and processing practices while have sufficient knowledge where they apply nutritional, health, sanitation, socio-cultural as well spiritual parameters of food.