

Empathy map canvas

Use this framework to empathize with a customer, user, or any person who is affected by a team's work.

Document and discuss your observations and note your assumptions to gain more empathy for the people you serve.

Originally created by Dave Gray at





Develop shared understanding and empathy

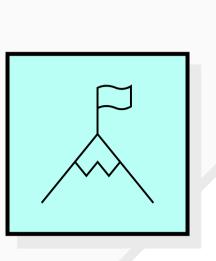
Summarize the data you have gathered related to the people that are impacted by your work. It will help you generate ideas, prioritize features, or discuss decisions.



GOAL What do they THINK and FEEL? **PAINS GAINS** (^<u>A</u>^ What are their wants, What are their fears, frustrations, and anxieties? needs, hopes, and dreams? Efforts made are worth for time Tired of Bugs and Insects Visible progress of Most of the the Plants plants die in winter What other thoughts and feelings might influence their behavior? Increased



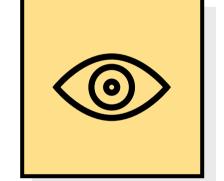
What do they need to do differently?
What job(s) do they want or need to get done?
What decision(s) do they need to make?
How will we know they were successful?



When plants don't grow well they can google for solutions

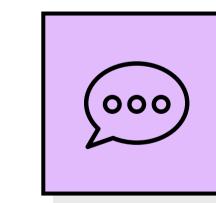
can see the visible growth

Resource full place and place for new experiments



What do they SEE?

What do they see in the marketplace?
What do they see in their immediate environment?
What do they see others saying and doing?
What are they watching and reading?

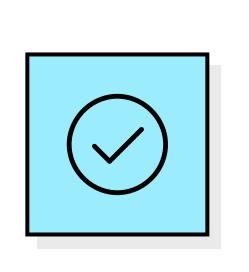


What do they SAY?

What have we heard them say? What can we magine them saying?

Time consuming ,Requires lot of effort & Don't Know which pesticides to use

good harvest and new learning experience



this can be

beneficial and

comfortable to

farmers

What do they DO?

What do they do today?
What behavior have we observed?
What can we imagine them doing?

Farmers can get immediate information about the field

comfortable ,practically applicable and sustainable

Pesticides and

Chemicals

harms the

farmland

To think about monitoring of plants