IDEATION PHASE
EMPATHY MAP

Date	27 October 2022
Team ID	PNT2022TMID22894
Project Name	Smart Farmer-IoT Enabled Smart Farming Application
Maximum marks	4 Marks

WHO are we empathizing with?
Who is the person we want to understand?
What is the situation they are in?
What is their role in the situation?

GOAL

What do they need to DO?
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?

They are the ones who provide foods to us

FARMERS

Decrease in production

Growing and harvesting crops

Increased in productivity

What do they HEAR?
What are they hearing others say?
What are they hearing from friends?
What are they hearing from colleagues?
What are they hearing second-hand?

What do they THINK and FEEL?

PAINS
What are their fears, frustrations, and anxieties?

GAINS
What are their wants, needs, hopes, and dreams?

High demand for fresh fruits and vegetables

Trapping greenhouse gases within crops and soils

Increase in profit

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?

Quit farming

Invest in farm productivity

To do other jobs

Over irrigation and over fertilization

Helps in food productivity

What do they SAY?
What have we heard them say?
What can we imagine them saying?

Poor living conditions and excessive use of chemicals

Backwoods person

Farming becomes tasks like waking, food working hard and saving others

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

Cope with climate change, pest erosion and bio diversity loss

Meet rising demand for more food of higher quality