Empathy Map Canvas

Gain insight and understanding on solving customer problems.

IOT BASED CROP PROTECTION SYSTEM FOR AGRICULTURE

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Build empathy and keep your focus on the user by putting yourself in their shoes.

What do they THINK AND FEEL?

what really counts
major preoccupations
worries & aspirations

- It is not possiblet o monitor crop land continously
- We have to pay more to appoint more labours.
- So tired in searching for alternatives
- Stressful due to these problems.
- Is anything I am missing ?
- Worried about crops.

What do they HEAR?

what friends say
what boss say
what influencers say

- Stop agriculture and do any other work.
- Don't do agriculture in extremely hard climate condition.
- Appoint more number labours for maintaing crops.
- Appoint an security person for monitoring cropland.

What do they SEE?

environment
friends
what the market offers

- Crops are immersed in flood due to heavy rain.
- Crops have being destroyed by animals ,birds and pests.
- Crops are burned due to high temperature at summer .
- Crops are not irrigated due to insufficient labours .

What do they SAY AND DO?

attitude in public
appearance
behavior towards others

- How to monitor crops continously?
- Asks sugesstions from neighbours.
- The alternative solutions are more cost.
- Worked for more time in crop land .

PAIN

fears
frustrations
obstacles

- Loss of money and time.
- Hardwork and efforts taken for crops are wasted.
- Unable to protect the crops.
- Decrease in rate of cultivation.

GAIN

"wants" / needs
measures of success
obstacles

- Need new method of Irrigation to feed crops.
- Need solution to monitor crops continously.
- Want's a new system to do works in crop land instead of labours.
- controlling all process in crop land even i am not there.