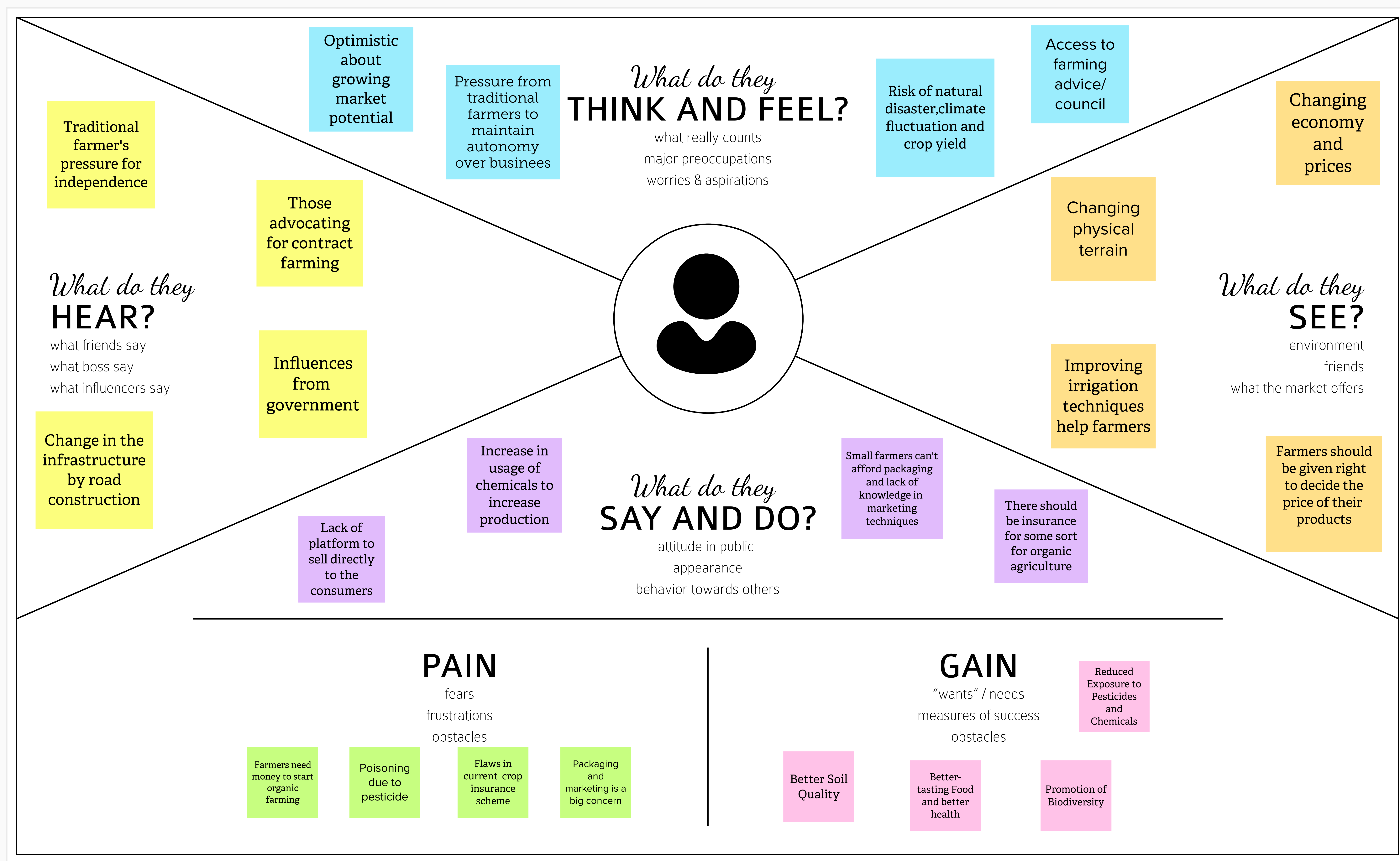# Empathy Map Canvas

Estimate the Crop Yield using Data Analytics

1

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

- Optimistic about growing market potential
- Pressure from traditional farmers to maintain autonomy over busines
- Risk of natural disaster, climate fluctuation and crop yield
- Access to farming advice/ council

What do they HEAR?

what friends say

what boss say

what influencers say

- Traditional farmer's pressure for independence
- Those advocating for contract farming
- Influences from government
- Change in the infrastructure by road construction

What do they SEE?

environment

friends

what the market offers

- Changing economy and prices
- Changing physical terrain
- Improving irrigation techniques help farmers
- Farmers should be given right to decide the price of their products

What do they SAY AND DO?

attitude in public

appearance

behavior towards others

- Increase in usage of chemicals to increase production
- Lack of platform to sell directly to the consumers
- Small farmers can't afford packaging and lack of knowledge in marketing techniques
- There should be insurance for some sort for organic agriculture

PAIN

fears

frustrations

obstacles

- Farmers need money to start organic farming
- Poisoning due to pesticide
- Flaws in current crop insurance scheme
- Packaging and marketing is a big concern

GAIN

"wants" / needs

measures of success

obstacles

- Reduced Exposure to Pesticides and Chemicals
- Better Soil Quality
- Better-tasting Food and better health
- Promotion of Biodiversity

Share your feedback