Empathy Map Canvas

Gain insight and understanding on solving customer problems.

IoT BASED SMART CROP PROTECTION SYSTEM FOR AGRICULTURE

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

Does it efficiently contribute to the increasing food demand ?

What do they THINK AND FEEL?

what really counts
major preoccupations
worries & aspirations

How efficiently it helps the farmer ?

Is it really trustworthy?

Does it sustain the varying climatic conditions?

Requirement of huge manpower for the maintanance

Priorities between projects are dynamic

What do they HEAR?

what friends say
what boss say
what influencers say

Project scope must be acheived

Farmers facing issues in field monitoring without any external support

What do they SEE?

environment
friends
what the market offers

Need to regenotiate the deadline

Time spent on supervision of farm was high

Providing quality and service

What do they SAY AND DO?

attitude in public
appearance
behavior towards others

Frustated with long working hours

PAIN

Lack of Information

fears
frustrations
obstacles

High Cost

Lack of security

GAIN

Increased Productivity

"wants" / needs
measures of success
obstacles

Reduced workload

Reduced Financial losses

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