Ideation Phase
Empathize & Discover

Date	19 September 2022
Team ID	PNT2022TMID46736
Project Name	IOT Based Smart Crop Production System for Agriculture
Maximum Marks	4 Marks

Empathy Map Canvas:

Wild animals destroying crops and killing animals is awide spread problem across the country. Around 70% of farmers reported wildlife damaging crops and 12% reported loss of livestock from wildlife attacks. Wild animals have also killed several farmers and injured many more across the country. Monkey and wild boar alone accounted for about 50% to 60% of total crop damage in the village.The farmers can see how to protect crops from wild animals. Some fences are to protect crops from animals like wire fences and electric fences. Wire fences are effective, long-lasting and only for protection of high-value crops.Electric fences are constructed to inflict an electric shock to animals, thus preventing animals crossing the fences.

Farmers are worried about wild animals like elephant and gaurs damaging their crops. Most of the farmers are losing their life because the banks are giving less priority to farmers.The wild animals are damaged their crops, while the farmer losing their income and financial support. It helps to monitor a certain area and prevent wild animals. The farmlands or agricultural lands surveillance to prevent access to protect the area from animals. Wild animals crop protection secures the crop aside from the aforementioned strategies. Some farmers rely on scarecrows, bright light and etc.

Empathy Map

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

XPLANE®

Share template feedback

Need some inspiration?
See a finished version of this template to kickstart your work.

Open example →

What do they HEAR?

Wild animals destroying crops and killing animals is a widespread problem across the country.

Most farmers in her village have lost around 40% of their potatoes to wild boars.

Around 70% of farmers reported wildlife damaging crops and 12% reported loss of livestock from wildlife attacks.

Wild animals have also killed several farmers and injured many more across the country.

PAINS

Farmers are worried about wild animals like elephants and gaurs damaging their crops

Most of the farmers are losing their life.

The wild animals are damage their crops,while the farmer losing their income and financial support.

Banks are giving less priority to farmers.

What do they THINK and FEEL?

Cutting of forest for farming and industrial activities is bringing humans and wild animals face to face more often.

It's responsible for crop damage were wild boar, bear, porcupine, monkey, musk deer and partridge

Monkey and wild boar alone accounted for about 50% to 60% of total crop damage in the village

An increasing shift towards cash crops where the stakes are high, meanwhile is making farmer protect his fields more fiercely.

What do they Say and DO?

Those who are unable to manage their farms gave their lands for release.

Some techniques are tillage,crop rotation and field monitoring,etc.

Online volunteering provides guidance to farmers.

Half of the user are related to farming and majority are facing problems.

What do they SEE?

The farmers can see how to protect crops from wild animals

Some fences are to protect crops from animals like wire fences,electric fences,etc.

Wire fences are effective,long-lasting and only for protection of high-value crops.

Electric fences are constructed to inflict an electric shok to animals,thus preventing animals crossing the fences.

GAINS

It helps to monitor a certain area and prevent wild animals.

The farmlands or agricultural lands surveillance is very important to prevent access to protect the area from animals.

Wild animal crop protection secures the crop aside from the aforementioned strategies.

Some farmers rely on scarecrows,bright light and etc.