Ideation phase

Empathize & Discover

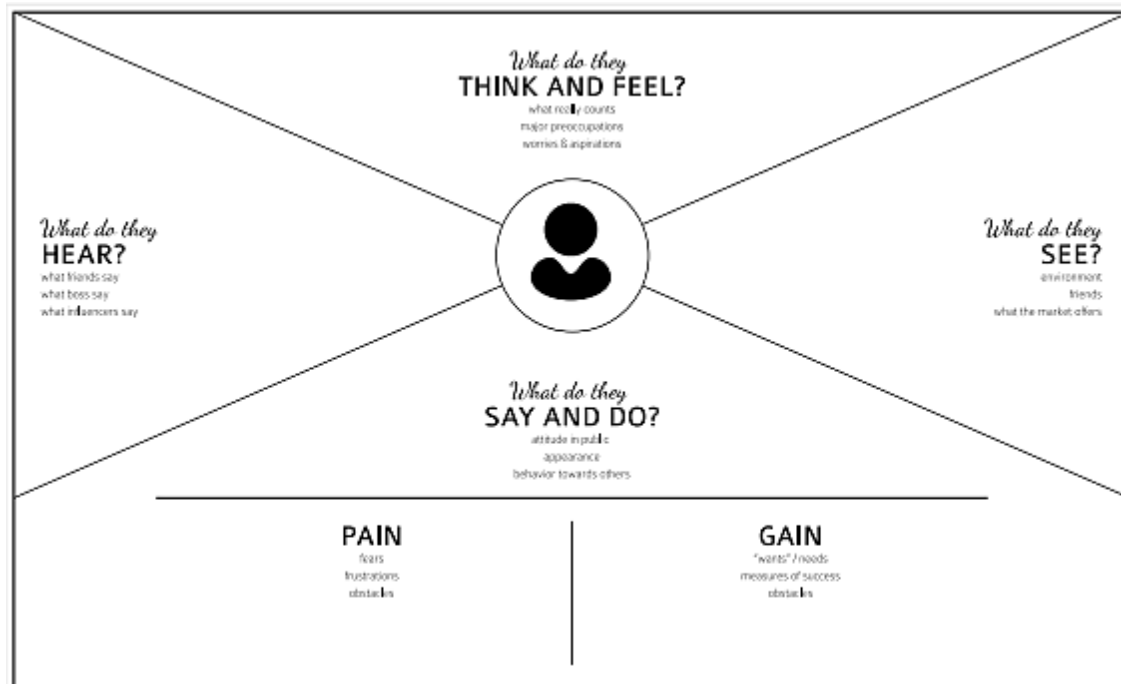| Date	16 September 2002
Team ID	PNT2022TM46939
Project Name	Crop Protection System for Agriculture
Maximium Marks	2 Marks

Empathy Map Canvas:

An empathy map is a simple, easy to diest visual that captures lnowlege about a user's Behaviour's and attitudes.

It ia a useful tool to helps teams better understand their users.
Creating an effective solutions requires understanding the true problem and the person who is experiencing it. The exercise of creating the map gelps participants consissts things from the user's perspective along with his or her goals and challenges.

Example:

Empathy Map

Example: Crop Protection System for Agriculture

What do they **THINK AND FEEL?**
what really counts
major preoccupations
worries & aspirations

- Feel easy to increase the production
- Make an alarm to Woo the Animals away from the field
- Send SMS to the Farmer
- Open Minded To New Technology

What do they **HEAR?**
what friends say
what boss say
what influencers say

- Easy To Maintain
- Acheiving Better Crop Yields Leads To Economic Wellbeing
- Difficult to keep an eye an the field

What do they **SEE?**
environment
friends
what the market offers

- Monitor Sensor To Detect
- Presence Of Animals
- Continous Sensing

What do they **SAY AND DO?**
attitude in public
appearance
behavior towards others

- Will it Develop,The Crop Production?
- Urgent Attention

PAIN
fears
frustrations
obstacles

- Requires a Continuous Internet connection
- Shortage of food
- Low protectivity of crops
- Financial Loss

GAIN
"wants" / needs
measures of success
obstacles

- Excellent Efficiency
- Lowered Operation Cost
- Accurate Form and Field Evaluation