

Empathy map

Use this framework to develop a deep, shared understanding and empathy for other people. An empathy map helps describe the aspects of a user's experience, needs and pain points, to quickly understand your users' experience and mindset.

EMPATHY

The Information you add here should be representative of the abservations and research you've done about your users.



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Efforts for ensuring minimum support prices to farmers have their limitations

PAIN

Low agricultural commodities prices has been the front runner for agricultural distress

GAIN

It provides a source of income in rural areas and farm work helps develop younger generations

Farming is good for your health and being a farmer is challenging and stimulating work