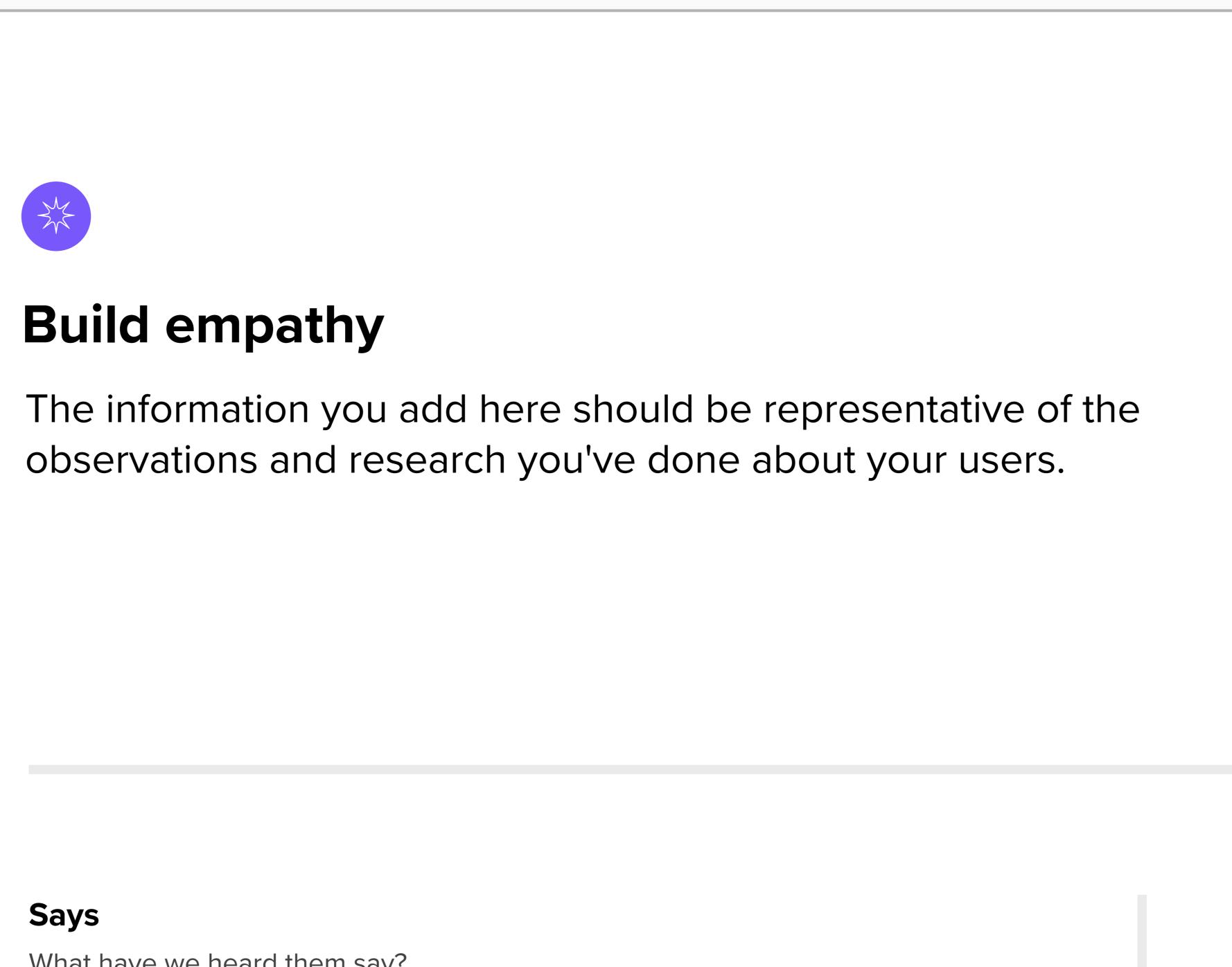


Empathy map

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.



Says **Thinks** What have we heard them say? What are their wants, needs, hopes, What can we magine them saying? and dreams? What other thoughts might influence their behavior? **SMART FARMER-IOT ENABLED SMART FARMING APPLICATION Feels Does** What are their fears, frustrations, and anxieties? What other feelings might What behavior have we observed? influence their behavior? What can we imagine them doing?

