

# EMPATHY MAP

The choice of methodologies comes down to the specs and requirements of the project.

It also depends on the length of the project and its level of complexity and manageability.

What do they

## Think & Feel

What really counts major preoccupation, worries and aspiration

Higher crop yeild

Afforestation to prevent entry of animals

Use friendly gadgets

What do they

### Hear

What friends say

What boss say

What influncers say

Compliment on new technological advertisement

Influncers become lazy because of advaced technology

BEEP SOUND

### See

Friends

Environment

What market offers

Production of varity of crops

Less consumption of water

Growth of farmers

### Say and do

Attitude in public

Appearence

Behaviour towards others

Prevention from harmful Insects

Increased cost due to Improved technology

Demand for Organic crops

PAIN

Models may damaged by Water  
Farmer may unaware of technology  
Unavailable bugs in sensors

Prevent crop wastage  
Save life of animals and birds  
Economical growth

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