

Ideation Phase

Empathize & Discover

Date	19 September 2022
Team ID	PNT2022TMID24104
Project Name	IOT – Enabled Smart Farming Application
Maximum Marks	4 Marks

Empathy Map Canvas:

An empathy map is a simple, easy-to-digest visual that captures knowledge about a user's behaviours and attitudes.

It is a useful tool to help teams better understand their users.

Creating an effective solution requires understanding the true problem and the person who is experiencing it. The exercise of creating the map helps participants consider things from the user's perspective along with his or her goals and challenges.

Example:



Build empathy

Build empathy and keep your focus on the user by putting yourself in their shoes

Says

Reduction
of time
consuming
work

I can
control
with my
mobile

It is an evolution
developed to
achieve multiple
Objectives.

Say

User

Think

Thinks

It will
reduce
our work

Human labour
in imigration
can be
optimized

help farmers
grow more
food on less
land

protest
against
pest

user
Friendly

Does

Feels

Easy
monitoring
in the
fields

simple
login

They can
access
everything from
a portable
device

Excited

Better than
Traditional
Farming

Does

Feels