

# Ideation Phase

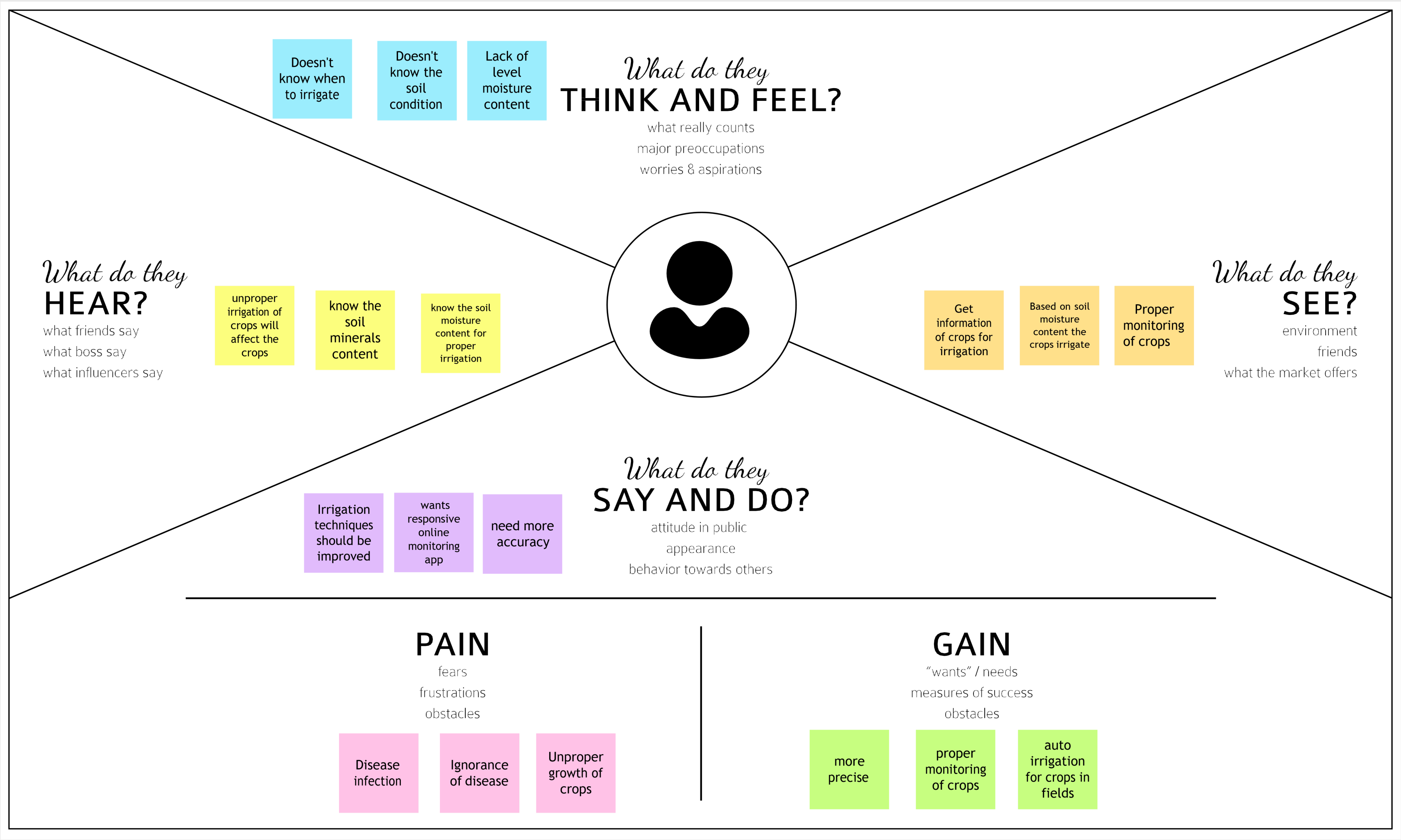
## Empathize & Discover

Date	19 October 2022
Team ID	PNT2022TMID44795
Project Name	SMARTFARMER - 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.

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Empathy Map :



- 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.