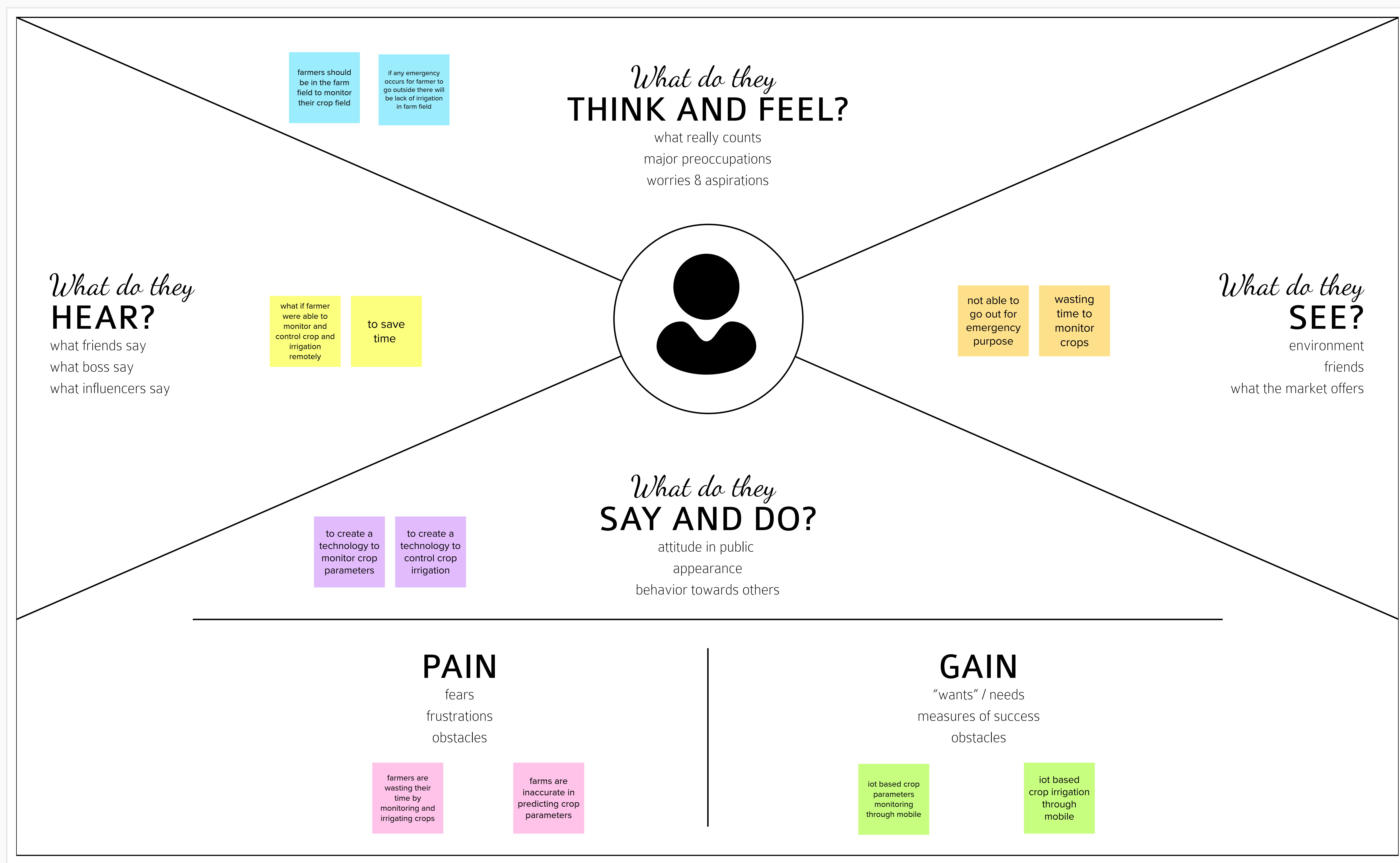# Empathy Map Canvas

Gain insight and understanding on solving customer problems.

1 This empathy map canvas is based on pain point faced by farmer

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

What do they
THINK AND FEEL?
what really counts
major preoccupations
worries & aspirations

- farmers should be in the farm field to monitor their crop field
- if any emergency occurs for farmer to go outside there will be lack of irrigation in farm field

What do they
HEAR?
what friends say
what boss say
what influencers say

- what if farmer were able to monitor and control crop and irrigation remotely
- to save time

What do they
SEE?
environment
friends
what the market offers

- not able to go out for emergency purpose
- wasting time to monitor crops

What do they
SAY AND DO?
attitude in public
appearance
behavior towards others

- to create a technology to monitor crop parameters
- to create a technology to control crop irrigation

PAIN
fears
frustrations
obstacles

- farmers are wasting their time by monitoring and irrigating crops
- farms are inaccurate in predicting crop parameters

GAIN
"wants" / needs
measures of success
obstacles

- iot based crop parameters monitoring through mobile
- iot based crop irrigation through mobile