## 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.

## **Thinks** What are their wants, needs, hopes, and dreams? What other thoughts might influence their behavior? Are Does the usage of fertilizers harm to pets fertilizers affect or kids? the crops? Which is the How often After the use Is nitrogen of fertilizer, will should I common good for the saturation fertilizer used fertilize my level of soil soil or not for major plant? remains same? crops? What form Do usage of fertilizer of fertilizer cause any should I health prefer? issuse? Will check through online web Anxious on climate Consult Undergo changes the experts soil in this Confused testing Unsure field state of about the mind yield fertilizer cause soil Shotrage of pollution? water resources

## Does

What behavior have we observed? What can we imagine them doing?