Ideation Phase
Empathize & Discover

Date	10 September 2022
Team ID	PNT2022TMID05038
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.

Empathy Map:

EMPATHY MAP CANVAS

THINKS
Want to grow their own crops.
They need a system to monitor their plants autonomously when they are away.
They need to achieve a larger yield in a small space.
They think having a good income from their produce
They need a system to take care of their crops.

SEE
A better creative space for growng plants.
A good environment to experiment their growth and produce.
Ability to see a huge growth from their land.
A better and good yielding place.
A paradise for their future exploration.

HEAR
Have a better bright future with a good income from their farm land.
Information collected from the system allows them to have a better growth cycle.
Have a good feeling towards their soil.
Their reaction upon their growth.

FEELS
Feel good about themself.
They will have good feeling about themself of achieveing a great thing.
They can see the transition from intermediate to better gardening and farming experience.

PAINS
Tierd of monitoring insects.
Maintaining regular irrigation.
Lower yields.
Not able to predict the weather.

GAINS
Good yield.
Regular watering.
Pest control notification.
Plan in advance.