

Ideation Phase

Empathize & Discover

Date	25 October 2023
Team ID	NMTMID03811
Project Name	Project – Agriculture Docs Chain
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.

Reference: <https://www.mural.co/templates/empathy-map-canvas>

Says

What have we heard them say ?
What can we imagine them saying?

I spend too much time on paper work and it takes me away from my farm work.

Paper documents are easily damaged or lost in the field.

I need to find ways to complete documentation more quickly to focus on farming tasks.

I want some reliable technology to manage these documents.

Errors in my record can have serious consequences.



Thinks

What are their wants, needs, hopes and dreams and what other thoughts might influence their behaviour?

What are the benefits and drawbacks of digital document management for my business?

Accurate record-keeping is vital for my business; I can't afford any errors.



May be this is not the best technique.

I want something new and it should be user friendly.

I wish there was a quicker way to complete paperwork and documentation.



List the pros & cons of the technique.

Compare other effective methods with this technique..

Before using this method I can collect entire info about them.

I make decision by doing more research and surveys on it.

I can take suggestions from others for using this technology.



I'm afraid of losing the data when using BC technique for managing documents.

I'm worried that this technology will fit into my budget?

I'm feeling inadequate when searching techniques to manage the Agri documents.

I feel that managing Agri documents is a complex process.

I'm overwhelmed with the number of documents I have to keep track of.

Does

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

Fears

What are their fears, frustrations
What are their fears, frustrations and anxieties? What other feelings might influence their behavior?