

Ideation Phase

Empathize & Discover

Date	30 October 2023
Team ID	NM2023TMID06302
Project Name	Agriculture Docs Chain
Maximum Marks	4 Marks

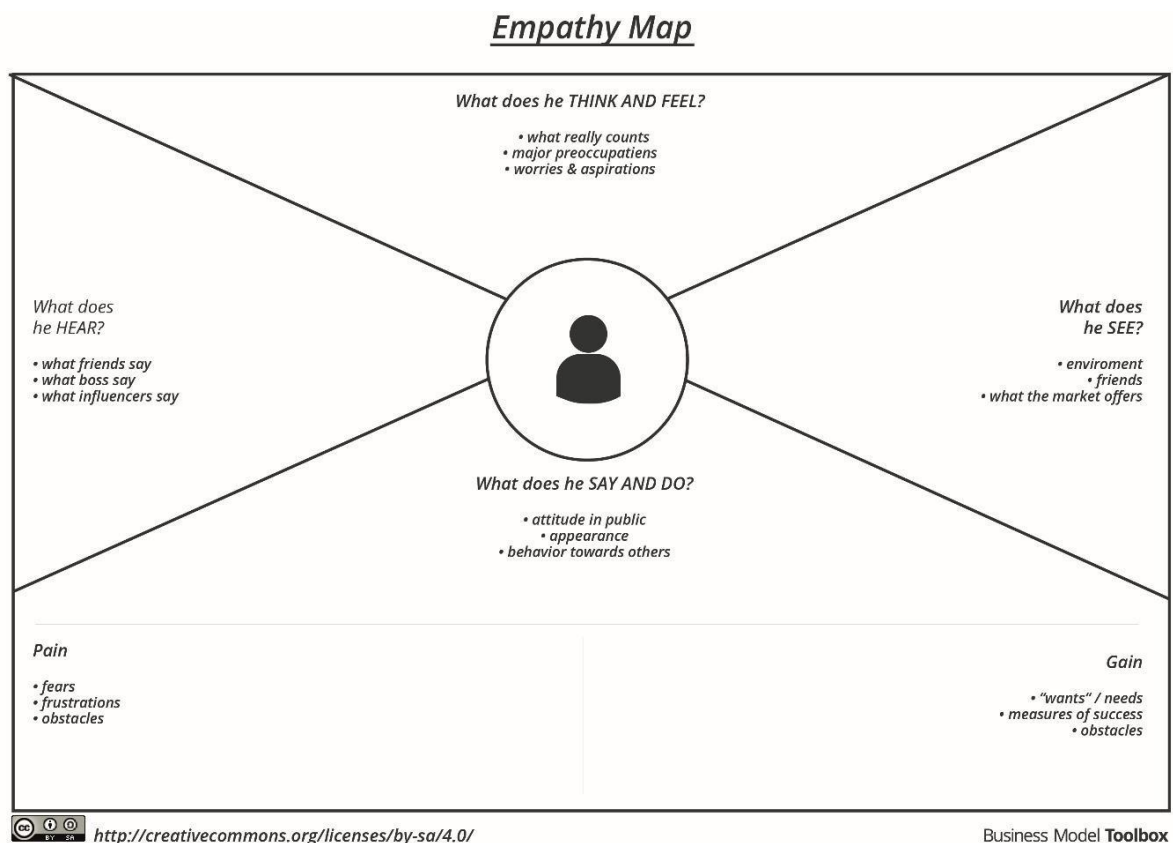
Empathy Map Canvas:

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.

Example:



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



Says

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

Performance and Reliability
Customization and Flexibility
Cost and Future Enhancements
Data Security and Privacy Concerns
Desire for User-Friendly Solutions
Data Management Challenges



Thinks

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

Efficiency and Productivity
Data Security and Trust
Regulatory Compliance



User



Does

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

Providing Feedback
Transition to Digital Documentation
Advocating for Adoption
Current Manual Documentation
Desire for Modernization
Caution About Data Security



Feels

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

Trust and Confidence
Hope and Curiosity
Sense of Community
Data Security Concerns
Learning Curve Frustrations
Financial Risk Anxieties

[See an example](#)