


Ideation Phase

Empathize & Discover

Date	27 February 2025
Team ID	PNT2025TMID04288
Project Name	Global Food Production Trends and Analysis
Maximum Marks	4 Marks


Empathy Map :

Template



Empathy map canvas


Use this framework to empathize with a customer, user, or any person who is affected by a team's work. Document and discuss your observations and note your assumptions to gain more empathy for the people you serve.

Originally created by Dave Gray at 


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Develop shared understanding and empathy

Summarize the data you have gathered related to the people that are impacted by your work. It will help you generate ideas, prioritize features, or discuss decisions.


**WHO are we empathizing with?**
Who is the person we want to understand?
What is the situation they are in?
What is their role in the situation?

We are empathizing with farmers who produce stable crops


**What do they HEAR?**
What are they hearing others say?
What are they hearing from friends?
What are they hearing from colleagues?
What are they hearing second-hand?


News reports mention rising costs of fertilizers and seeds

They hear from fellow farmers about unpredictable weather


**They face challenges in adapting to climate change and fluctuating market demands**

They check weather forecasts before planning crops

**GOAL**
What do they THINK and FEEL?
PAINS
What are their fears, frustrations, and anxieties?
They fear crop failure due to climate change
They are frustrated with low market prices.
GAINS
What are their wants, needs, hopes, and dreams?
They hope for better government support
They want to use technology to improve productivity

**What do they DO?**
What do they do today?
What behaviors have we observed?
What can we imagine them doing?


They need to switch to drought-resistant crops.
They should track production data to optimize output.
They attend agricultural workshops for learning new techniques

**What do they need to DO?**
What do they need to do differently?
What (jobs) do they want or need to get done?
What decision(s) do they need to make?
How will we know they were successful?

They see neighbors adopting new farming techniques
What do they 'see in their surroundings'?
What are they watching or reading?
What do they SEE?
What do they see in the marketplace?
What do they see in their immediate environment?
What do they see others saying and doing?
What are they watching and reading?

What do they SAY?
What have we heard them say?
What can we imagine them saying?

What are they saying out loud?
What do they 'express in conversations'?



Need some inspiration?
See a finished version of this template to help you get started.
[Open example](#)

