

Ideation Phase

Empathize & Discover

Date	15 April , 2025
Team ID	SWTID1743500346
Project Name	Farm-Ease: Revolutionizing Agriculture with Technology
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.

FARMEASE – Empathy Map :-



THINKS:

- - "Will my crops survive this season?"
- "Which crop will give me the best return now?"
- "Where can I sell my produce for a good price?"
- "Can I trust the information I receive?"

FEELS:

- Anxious about weather, pests, and market prices
- Frustrated due to lack of expert guidance
- Hopeful about new tech but unsure how to use it
- Overwhelmed by traditional + modern advice clash

SAYS:

- I don't understand all these government schemes
- I rely on other farmers or local shopkeepers for advice."
- "I've heard of online farming tools, but they're confusing."

SEE:

- Limited farming tools and resources
- Confusing government ads or posters in rural areas
- - Smartphones being used by younger farmers or agri YouTubers

DOES:

- Uses basic mobile phone or a feature phone
- Checks weather on TV or radio
- Follows traditional farming practices passed down generations

HEARS:

- Advice from fellow farmers, neighbors
- Tips from shopkeepers and pesticide sellers
- Sometimes messages from agri officers or WhatsApp groups