



Says

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

The monsoon
this year has
been
unpredictable.

I'm worried
about pests
damaging
my crops.

I'm not sure
which fertilizer
to use for
maximum
yield.

I need access
to affordable
and high-
quality seeds.



EMPATHY MAP



Thinks

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

I hope the
weatherr
improves, or
my crops will
suffer.

I need to find
a solution to
protect my
crops from
pests.

I wonder if
there's a way
to increase
my crops
yield.

I need to
learn more
about modern
farming
techniques.

Attend local
farming
workshops to
learn about
new method.

Consult with
fellow farmers
to share
experiences
and advice.

Monitor
weather
forecasts
regularly.

Experiment
with different
fertilizers and
pesticides.



Does

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



Feels

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

Frustration
due to
unpredictable
weather
conditions.

concern
about the
financial
stability of
their family.

Determination
to provide the
best for their
family.

Curiosity
about
innovative
agricultural
practices.