Ideation Phase Empathize & Discover

Date	17 October 2023
Team ID	Team-591242
Project Name	India's Agriculture crop production Analysis
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 helps teams better understand their users.

Creating an effective solut

ion 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.



Says

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

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



Thinks

Savs

We need more government support to modernize our farming practices.

Collaboration among farmers is key to navigating the agricultural landscape.

Sustainable agriculture is crucial for our future generations.

To achieve a stable and profitable agricultural future.

Utilizing cutting-edge technology for bountiful

Efficient and sustainable farming

techniques.

Considering the financial implications of adopting new technologies.

Aiming for practices that reduce the ecological footprint.

Educational programs can bridge the gap between traditional and modern farming.

Policymakers

engaging in discussions and forums about

sustainable agricultural policies.

Farmers actively

adopting modern

techniques like

precision farming

and hydroponics.

Investing in technology today will yield a better tomorrow for agriculture.

Farmers seeking

educational

programs and

workshops to

enhance their knowledge.

Engaging in local and global

dialogues to

practices and

gain insights.

share best



India's Agricultural

Short summary of the India's Agricultural Crop Production Analysis

See an example

Crop failure due to climate change.

Adapting to rapidly changing agricultural trends.

Hope for a sustainable and profitable farming future.

Market volatility impacting income.

Understanding fellow farmers' struggles.



farming

What behavior have we observed?

Embracing AI and automation

to optimize farm

decision-making.

processes and

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

