EMPATHY MAP

SAYS

- "I'm not sure where to start"
- "I would like to digitalize the classes more but at the beginning it's hard"
- "The product makes transferring the plant so much easier"

THINKS

- "The app is difficult for me"
- "Am I using the digital functions correct?"
- "I'm glad I don't have to bring a flowerpot to school anymore"

Susanne, 46 Lehrerin

DOES

- Asks her students to help with the app
- Checks manually multiple times if the blooming lamp works
- Checks manually if the plant is actually healthy

FEELS

- Relieved - Her plants are easier to carry
- Confused - When using the app, because she's not experienced with technic
- Excited - she is excited about the automatised functions