

Ideation Phase

Empathey Map

Date	24.09.22
Team Id	PNT2022TMID46217
Project Name	Smart Farmer(IOT)
Maximum Marks	4 marks

Empathy Map Canvas:

An Empathy Map is a collaborative tool teams can use to gain a deeper insight into their customers.

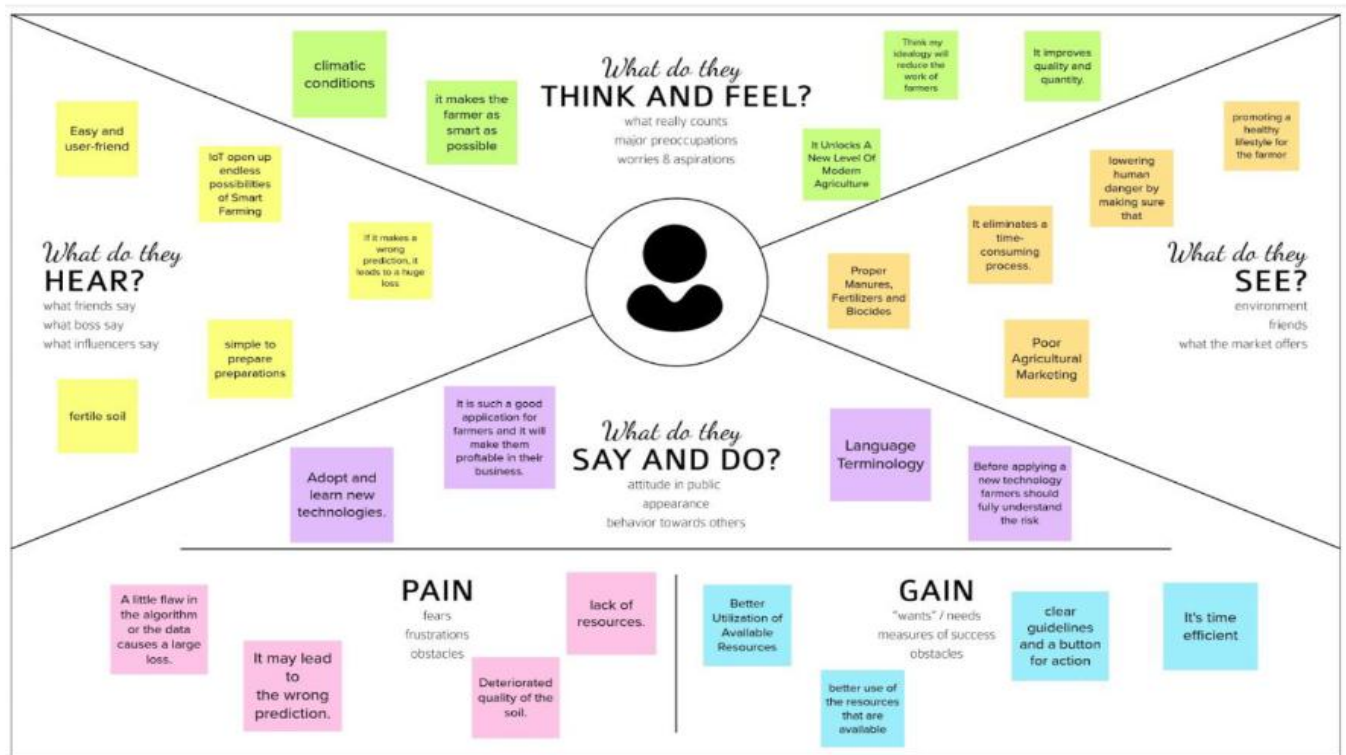
Much like a user persona, an empathy map can represent a group of users, such as a customer segment.

The empathey map was originally created by dave gray and has gained much popularity within the agile community

Examples:

- ❖ Acknowledge their pain, perhaps the best thing you can do is to acknowledge how the other person feels.
- ❖ Share how you feel.

- ❖ Show gratitude that the person opened up.
- ❖ Show interest.
- ❖ Be encouraging.
- ❖ Be supportive



Four Categories:

Each of the Quadrants Comprises a Category that helps use delve into the mind of the user

- Think and feel.
- See.
- Say and do.

- Hear.

Applications

- ✓ Soil Moisture Monitoring (include conductivity and ph).
- ✓ IOT Irrigation control.
- ✓ Soil nutrient analysis.
- ✓ Solar Radiation.
- ✓ Weather Stations.
- ✓ Live tock tracking.

Advantages

- It Allows farmers to maximize yields using minimum resource such as water, fertilizers, seeds etc...
- Solar powered and mobile operated pumps save cost of electricity.
- Smart agriculture use droners and robots which helps in many ways.

Disadvantages

- The Smart Agriculture needs availability of internet continuously.

- Rural part of most of the developing countries do not fulfill this requirement.
- More over internet connection is slower.