

# Empathy map canvas

Use this framework to empathize with a customer, user, or any person who is affected by a team's work. Document and discuss your observations and note your assumptions to gain more empathy for the people you serve.

Originally created by Dave Gray at

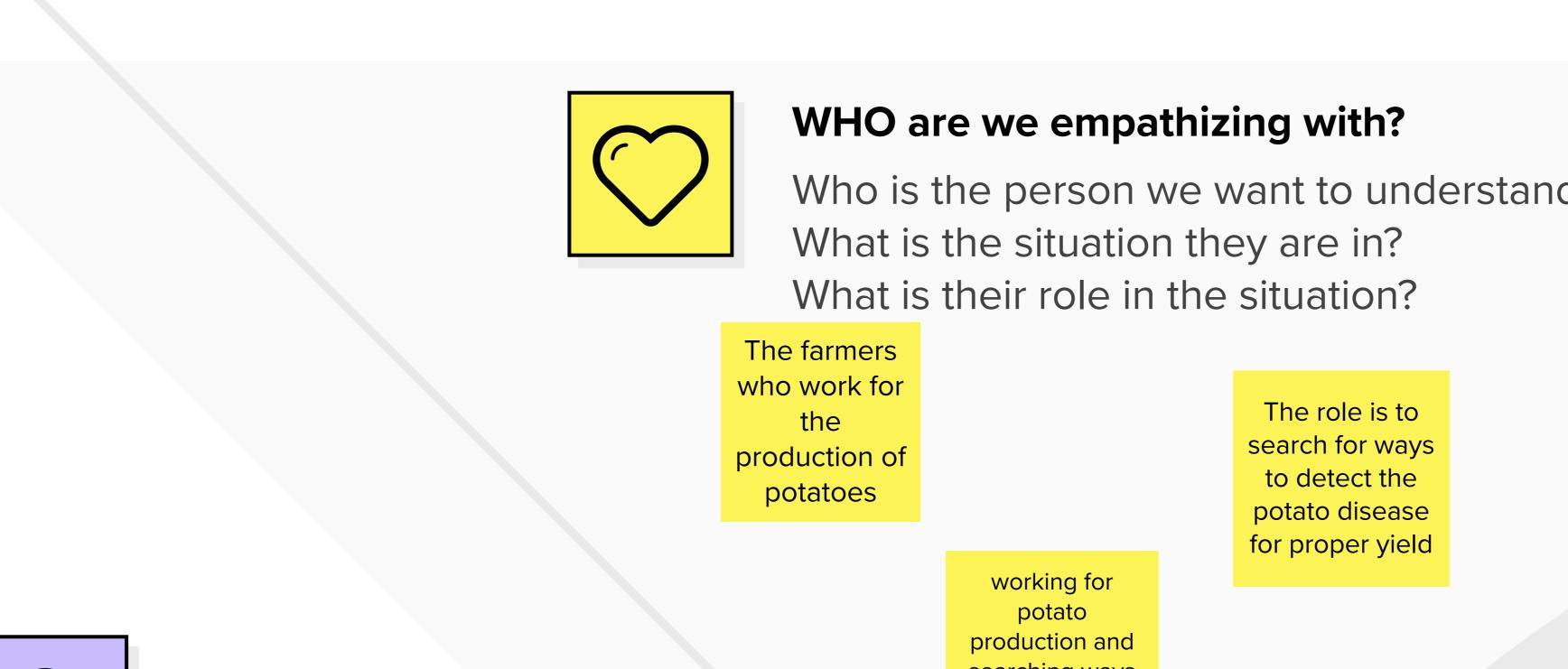


Share template feedback



## POTATO DISEASE CLASSIFICATION

Predicting potato leaf disease as soon as possible is crucial because it can have significant impacts on cropyield and quality. Early detection allows farmers to take prompt action to prevent the spread of the diseaseand reduce crop damage



Recommendations on

specific fungicides or

pesticides that have

proven effective in

controlling common

potato diseases, based

on personal trial and

error experiences.

What do they HEAR?

Experiences of struggling

with persistent potato

diseases and the

challenges associated with

finding suitable solutions,

fostering a sense of shared

understanding and

empathy within the farming

community.

What are they hearing others say?

What are they hearing from friends?

What are they hearing second-hand?

What are they hearing from colleagues?

Discussions on policy

changes, government

initiatives, or funding

opportunities related

to potato disease

research and

management

Who is the person we want to understand?

# What do they THINK and FEEL?

What are their wants,

Empowerment and

recognition of the critical

role of farmers in shaping

the future of agriculture,

fostering a sense of

optimism and enthusiasm

for continued dedication

and contribution to the

agricultural sector.

Community

Support: A sense

of camaraderie and

mutual support

within the farming

community,

financial assistance to help

alleviate the economic

burden of managing

potato diseases.

Technological

advancements and

tools that enable

early detection and

monitoring of

potato diseases

needs, hopes, and dreams?

Access to comprehensive

and reliable information o

and technologies,

enabling them to make

informed decisions about

Implementation of

policies and initiatives

that prioritize the long-

term sustainability and

profitability of small-

scale and family-

owned farms

their farming practices.

**PAINS** What are their fears, frustrations, and anxieties?

Fear of Crop Loss: Concerns about the potential devastating impact of potato diseases on livelihood for themselves and their families.

Experiencing

frustration when

conventional disease

management

practices and

treatments fail to

provide long-term

solutions

Involve in proper

healthy farming

and adopt good

practices for

proper yield

Financial Strain: Anxiety over the financial burden of investing in disease management tools, such as expensive pesticides, fungicides, and equipment

Stress over Soil

**Health:** Concerns about the long-term health and fertility of their soil due to the intensive use of

chemical treatments

Health risks for the farmers working in the field as they get in contact with various chemicals

What other thoughts and feelings might influence their behavior?

strong sense of their families, communities, and the wider society in providing a stable and secure food supply

Concern for Future **Generations:** A deep concern for the future sustainability of their farms and the agricultural industry, stemming from the desire to leave a positive legacy for the next generation of farmers Connection to the Land: A profound emotional connection to the land and the agricultural traditions that have been passed down through generations

**Health and Safety:** A prioritization of personal and community health and safety, leading to the cautious use of agricultural chemicals

## What do they need to DO?

What do they need to do differently? What job(s) do they want or need to get done? What decision(s) do they need to make? How will we know they were successful?



Impact of neighboring farms' practices on the spread and control of potato diseases.

and environmenta factors on the prevalence and severity of potato

Marketplace

**Observations:** 

Increasing

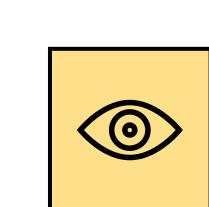
demand for

disease-

resistant potato

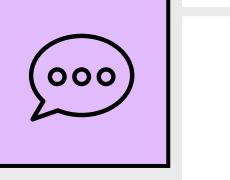
varieties.

treatments for



#### What do they SEE?

What do they see in the marketplace? What do they see in their immediate environment? What do they see others saying and doing? What are they watching and reading?



### What do they SAY?

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

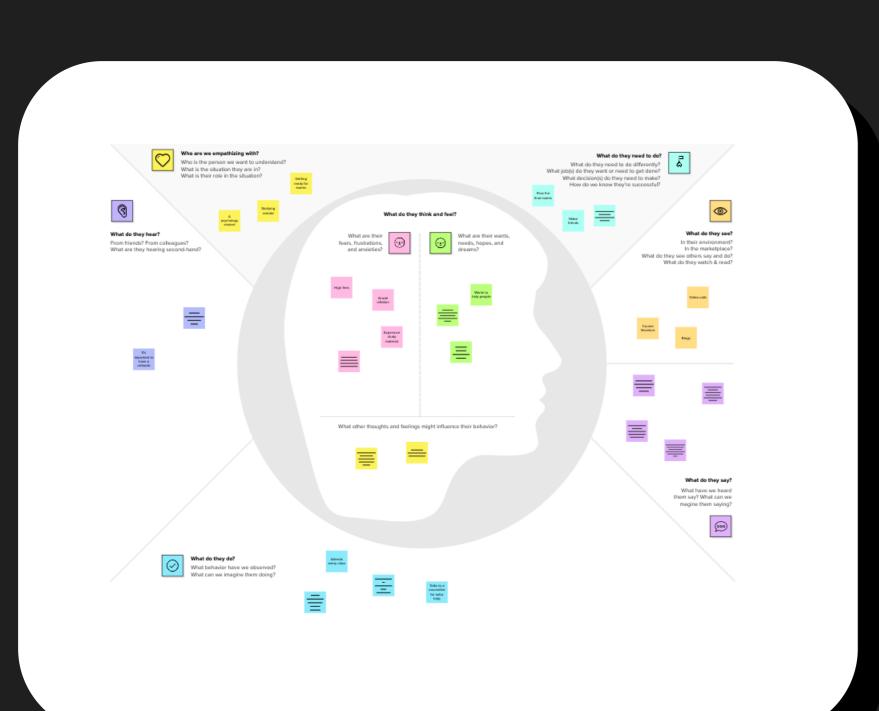
Express their feeling about the pesticides or other farm items for the proper yield

Investing in disease management tools, including pesticides, fungicides, and other control measures, can impose a financial strain on farmers, especially smallscale and resourceconstrained agricultural operations.

They Advocate for protection of their potato field.

> They struggle to accurately identify the specific diseases affecting their potato crops

Farmers often rely on the application of pesticides and fungicides to control and prevent the spread of potato diseases



Need some inspiration? See a finished version of this template to kickstart your work.





What do they DO?

farmers dealing with

potato diseases

employ various

strategies and

practices to manage

and control the

spread of these

diseases.

What do they do today?

What behavior have we observed?

What can we imagine them doing?

