

Ideation Phase

Empathize & Discover

Date	18 October 2023
Team ID	Team-592909
Project Name	Potato Disease classification
Maximum Marks	4 Marks

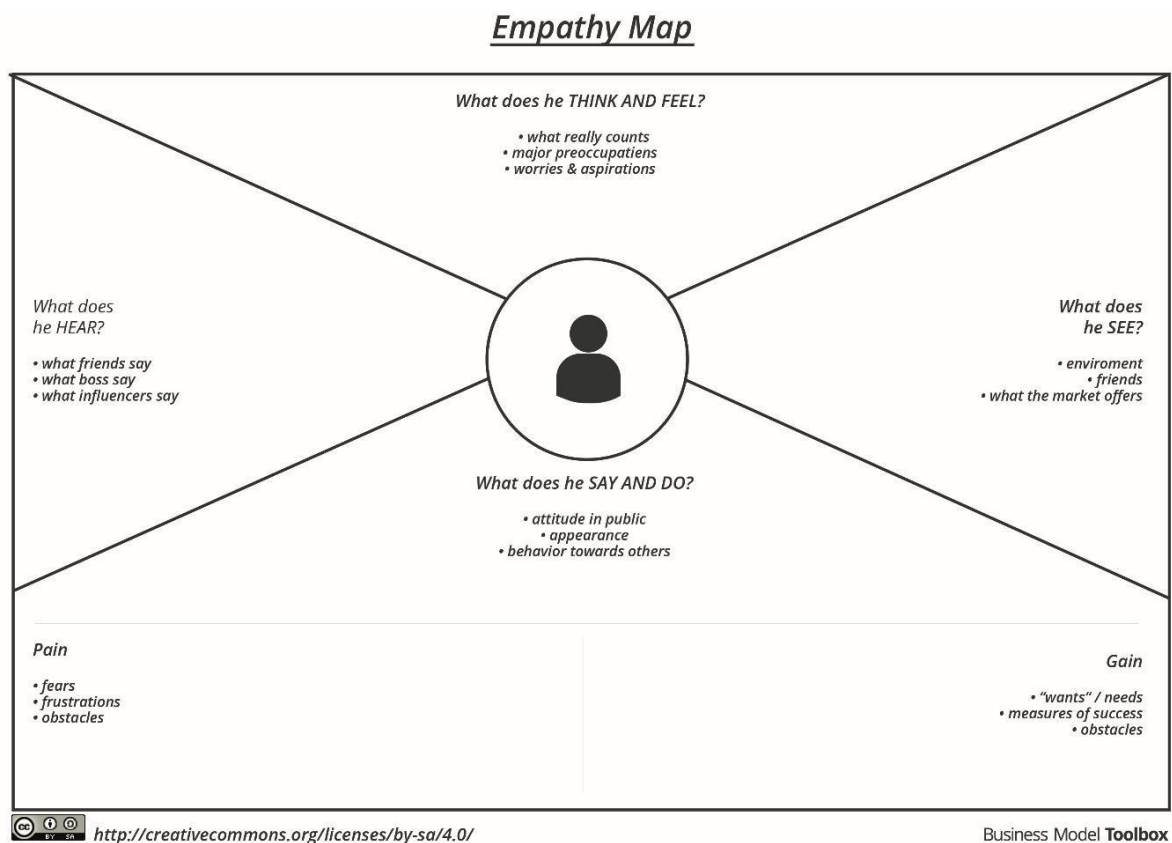
Empathy Map Canvas:

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 help teams better understand their users.

Creating an effective solution 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.

Example:



Reference: <https://www.mural.co/templates/empathy-map-canvas>

PROJECT NAME: POTATO DISEASE CLASSIFICATION

Template

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 et al.

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POTATO DISEASE CLASSIFICATION

Early prediction of potato leaf disease is crucial to a farmer farming potatoes as it can have great impact on the crop yield and quality. Early detection allows farmers to be ahead and take required actions to prevent crop damage.

WHO we are empathizing with?
Who is the person we want to understand?
What is the situation they are in?
What is their role in the situation?

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

What do they THINK and FEEL?
PAINS What are their fears, frustrations, and anxieties?
GAINS What are their wants, needs, hopes, and dreams?

What do they DO?
What do they do today?
What behavior have we observed?
What can we imagine them doing?

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 imagine them saying?

What other thoughts and feelings might influence their behavior?

Observations and Assumptions:
- Farmers share their knowledge of experience and recommend pesticides that have shown effect on their crops and field.
- Farmers are usually rely on pesticides to control any damage.
- Farmers are concerned for their crop to grow healthy without any diseases.
- They provide good care and maintenance to their crop.
- Farmers are usually rely on pesticides to control any damage.
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- They provide good care and maintenance to their crop.

Need some inspiration?

See a finished version of this template to kickstart your work.

[Open example](#)

LINK TO OUR MURAL:

<https://app.mural.co/t/pittamharika6490/m/pittamharika6490/1697595571848/f87362f49e841dd7730eb85573659509e55ba09b?sender=u6bdd94ea6559418c45e38151>