Ideation Phase
Empathize & Discover

Date	3 November 2023
Team ID	592104
Project Name	Project - Safeguarding Agriculture: AI-Enabled Prognostication of Farm Insect Threats
Maximum Marks	4 Marks

Empathy Map

What does he think and feel?

Farmers worry about insect threats damaging their crops, leading to decreased yields and lost income. They feel frustrated by the limitations of current pest detection methods and are eager for a more reliable solution.

What does he hear?

Farmers discuss the challenges of insect pest management with each other, extension agents, and agricultural experts. They hear about the potential of AI-enabled prognostication to improve pest control and are hopeful about its implementation.

What does he see?

Farmers see images and videos of AI-powered insect detection systems in action and read articles about the benefits of AI-enabled prognostication. They visualize how these tools can be integrated into their farming practices.

What does he say and do?

Farmers express their concerns about insect threats and their interest in AI-enabled prognostication, and they participate in pilot programs or demonstrations of AI-enabled prognostication tools and provide feedback to developers on the tools' usability and effectiveness.

Pain

- Uncertainty about insect threats
- Lack of access to reliable information
- Difficulty in applying AI-enabled prognostication tools

Gain

- Reduced crop losses
- Increased yields
- Reduced pesticide use
- Improved farm profitability