Empathy Map Canvas

Gain insight and understanding on solving customer problems.

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Empathy map for Estimatin the Crop Yield using Data Analytics

Is this best for me and my farm?

Is it possible to estimate the crop yield through data analytics

Various farming policies from government

What do they THINK AND FEEL?
what really counts
major preoccupations
worries & aspirations

thinking about the change in farming culture

thinking about the success rate

preference of one crop over the other in the market

What do they HEAR?
what friends say
what boss say
what influencers say

knowledge about the productivity ideas

Different farming techniques

What do they SEE?
environment
friends
what the market offers

Feedbacks and suggestions from other farmers

Variation of productivity between different farmers

practising alternative methods to increase productivity

predicting extreme weather events

What do they SAY AND DO?
attitude in public
appearance
behavior towards others

try to adapt to the inference provided by the analytics and expect good productivity

increased innovation and productivity

Share your feedback

PAIN
fears
frustrations
obstacles

unexpeced natural calamities

fluctuations of market price

Influence of biophysical paramters

resistence in investemets towards anaytics

GAIN
"wants" / needs
measures of success
obstacles

increased crop productivity

Aids farmer to decide on the crop for the forthcoming year

provides opportunity to obtain maximum price for the products

early detection of problems