



*What do they*  
**THINK AND FEEL?**

what really counts  
major preoccupations  
worries & aspirations

Predicting  
Rainfall is  
Difficult

Rainfall  
forecasting  
requires a lot  
of domain  
expertise

Will the  
prediction  
be accurate

Based on  
What can we  
forecast  
rainfall

Reviews  
regarding  
accuracy of  
the forecast

Family and  
Friends  
recommend

Attractiveness  
of the website

Ease of using  
the platform  
(User  
Experience)

Forecast  
from  
different  
sources

Suggestions  
from family  
and friends

*What do they*  
**SEE?**

environment  
friends  
what the market offers

Difference in  
forecast with  
respect to  
geography

*What do they*  
**HEAR?**

what friends say  
what boss say  
what influencers say

*What do they*  
**SAY AND DO?**

attitude in public  
appearance  
behavior towards others

Information  
about the  
weather

Identify the  
rainy days  
and plan

**PAIN**

fears  
frustrations  
obstacles

Provide  
more  
accurate  
Forecasts

Get as less  
inputs as  
possible

Easy To use  
and must  
be reliable

**GAIN**

"wants" / needs  
measures of success  
obstacles

Help  
farmers plan  
accordingly

Alert much  
earlier  
before a  
flood

Harvest  
rainwater in a  
well planned  
manner