

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

what really counts  
major preoccupations  
worries & aspirations

## *What do they* **HEAR?**

what friends say  
what boss say  
what influencers say

Family and Friends recommend

Attractiveness of the website

Ease of using the platform (User Experience)

Information about the weather

Will the prediction be accurate

Based on What can we forecast rainfall

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* **SAY AND DO?**

attitude in public appearance behavior towards others

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