Empathy Map - Exploratory Analysis of RainFall Data in India for Agriculture

What do they THINK AND FEEL?

what really counts
major preoccupations
worries & aspirations

- how accurate is the output? Will it be misleading?
- wants to know the number of users already benefitted from the predictor
- consider this as a simple weather forecasting app or website
- is the predictor or analyser provided free/paid? does it need any subscription?

What do they HEAR?

what friends say
what boss say
what influencers say

- feedback from friends & family members on rainfall analysis & predictors
- popularity of the app or website [rainfall predictor] in newspapers and discussions
- reviews & opinions from articles, news & social media about similar products

What do they SEE?

environment
friends
what the market offers

- find such predictors in ads, various apps stores
- district or state-wise rainfall predictors available online

What do they SAY AND DO?

attitude in public
appearance
behavior towards others

- disruption in harvesting, crops growth due to bad prediction
- due to wrong output, daily activities may be halted
- is it safe to believe on the predictor's output? Reduction in user trust once a prediction gives wrong output
- can do proper & advanced plannings for future based on predicted
- can compare with various similar apps & find the best or better
- can suggest & share with friends & others. can recommend

PAIN

fears
frustrations
obstacles

- observe their crops & based on today's rainfall, predict on tomorrow's rainfall using their instincts
- watch weather forecasting news channels & listen to radio [AIR] to know about tomorrow's rainfall

GAIN

"wants" / needs
measures of success
obstacles

- estimate demand & supply for future
- collect news & rainfall information from friends, family & agricultural executes