Empathy Map

Estimate the crop yield using data analytics

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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

What do they SEE?
environment
friends
what the market offers

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

whether rainfall affects the yield?

which crop is suitable for this season?

Can i cultivate this crop?

Is is possible to export at correct time?

How much profit does this crop provide?

Is this pesticide suitable for maximum yield of this crop?

What crop is suitable for this season?

Concerns from family

Future plans for the farms

Influences from the government

Change in infrastructure by road construction

Reactions to changes in everyday life

Average production based on season

Years usage productivity area

What crop is suitable for this season?

How much yield we will get this year?

Is there any alternative for the loss?

How much yield produced per acre?

PAIN
fears
frustrations
obstacles

availability of water

unreliable rainfall prediction

diseases or pests

soil nutrient management factors

Accuracy in prediction of crop yield

Variation in sudden climate change may not be predicted

GAIN
"wants" / needs
measures of success
obstacles

reduces financial loss due to unfavourable conditions

better selection of crop with respect to seasonal variation

PRIPOR KNOWLEDGE ON THE CROP

GETTING INSURANCES POLICIES FROM GOVERNMENT

to predict the maximum production

make timely import and export decisions

helps to improve farm economics