What are their fears, frustrations, and anxieties?



3

observe their crops & based on today's rainfall, predict on tomorrow's rainfall using their instincts

#### What do they HEAR?

What are they hearing others say? What are they hearing from friends? What are they hearing from colleagues? What are they hearing second-hand?

popularity of the app or website [rainfall predictor] in newspapers and discussions

feedback from friends & family members on rainfall analysis & predictors

reviews & opinions from articles, news & social media about similar products



# What do they DO?

What do they do today? What behavior have we observed? What can we imagine them doing? **GOAL** 

watch weather forecasting news channels & listen to radio [AIR] to know about tomorrow's rainfall

collect news & rainfall information from friends, family & agricultural executes

# What do they THINK and FEEL?

how accurate is the output? Will it be misleading?

as a simple weather forecasting app or website

consider this

wants to know the number of users already benefitted from the predictor

is the predictor or analyser provided free/paid? does it need any subscription?

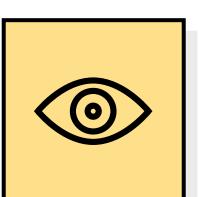
### **GAINS**

What are their wants, needs, hopes, and dreams?

estimate demand & supply for future

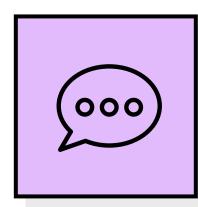
> district or statewise rainfall predictors available online

find such predictors in ads, various apps stores



## What do they SEE?

What do they see in the marketplace? What do they see in their immediate environment? What do they see others saying and doing? What are they watching and reading?



## What do they SAY?

What have we heard them say? What can we magine them saying?

disruption in harvesting, crops growth due to bad prediction

> due to wrong output, daily activities may be halted

can suggest & share with friends & others. can recommend

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