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Empathy Map

Says

Crop production is the India's largest source of income and lately it is facing lots of issues in the yield.

Thinks

Extreme weather events,such as periods of high temperature,heavy storms or droughts are distrupting the crops

Does

Estimating the yield of crops with data about the field with Cognos Analytics and overviewing the growth through application.

Feels

The needs of the farmer will be satisfied with increase in production and resulting with good profits