Ideation Phase
Empathize & Discover

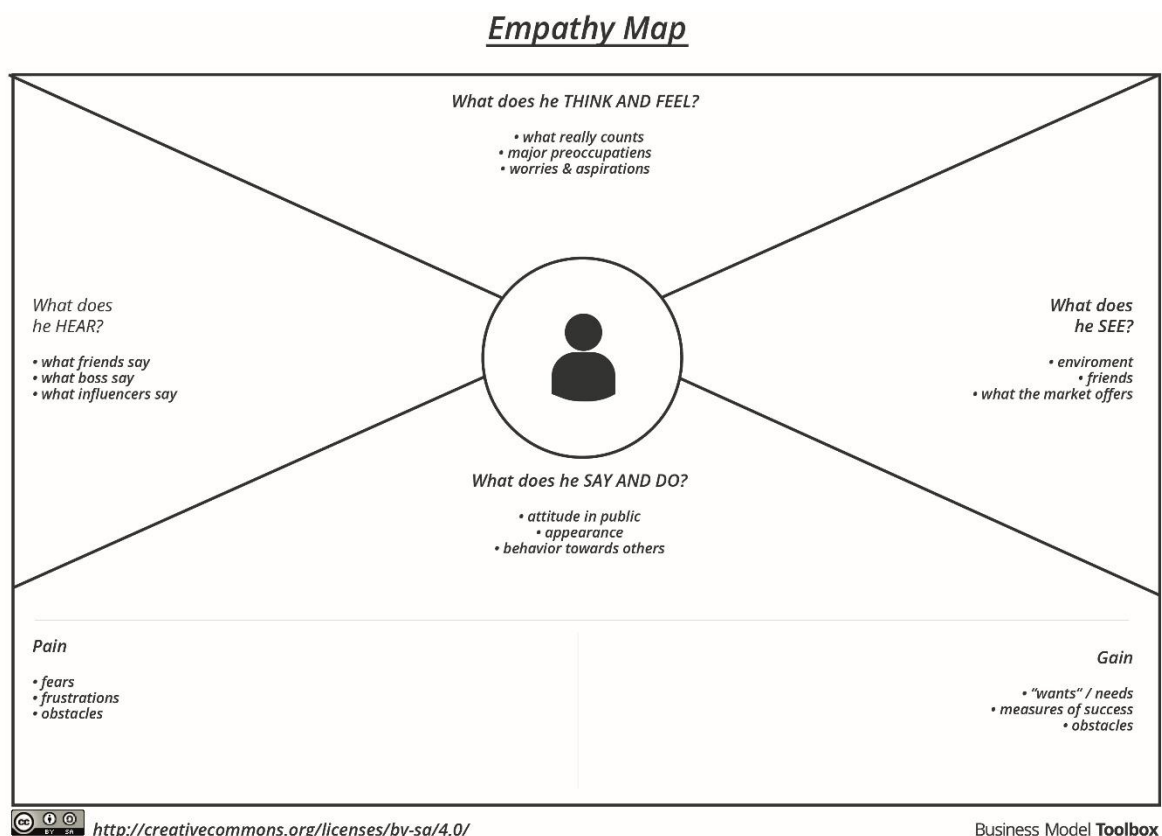| Date	19 September 2022
Team ID	PNT2022TMID30162
Project Name	Exploratory analysis of Rainfall data in India for Agriculture
Maximum Marks	4 Marks

Empathy Map Canvas:

An empathy map is a simple, easy-to-digest visual that captures knowledge about a user's behaviours and attitudes.

It is a useful tool to helps teams better understand their users.
Creating an effective solution requires understanding the true problem and the person who is experiencing it. The exercise of creating the map helps participants consider things from the user's perspective along with his or her goals and challenges.

Example:

Empathy Map

What does he THINK AND FEEL?
• what really counts
• major preoccupations
• worries & aspirations

What does he HEAR?
• what friends say
• what boss say
• what influencers say

What does he SEE?
• enviroment
• friends
• what the market offers

What does he SAY AND DO?
• attitude in public
• appearance
• behavior towards others

Pain
• fears
• frustrations
• obstacles

Gain
• "wants" / needs
• measures of success
• obstacles

Reference: https://www.mural.co/templates/empathy-map-canvas

Example: Rainfall prediction for Argiculture

What do they
THINK AND FEEL?
what really counts
major preoccupations
worries & aspirations

- I want something awesome
- Overwhelmed
- Excited

What do they
HEAR?
what friends say
what boss say
what influencers say

- Need Improvement
- Check and compare with other models
- Will this model have long life

What do they
SEE?
environment
friends
what the market offers

- Different models use in environment
- Demo Videos
- Sees the web site
- Feedback and user review

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

- I want something reliable
- Where should I start
- More research

PAIN
fears
frustrations
obstacles

- Lose of functions
- Range Anxiety
- Risk Factors

GAIN
"wants" / needs
measures of success
obstacles

- Public Recognition
- own sense of worth
- Profit