

What do they THINK AND FEEL?

what really counts
major preoccupations
worries & aspirations



What do they SAY AND DO?

attitude in public
appearance
behavior towards others

What do they HEAR?

what friends say
what boss say
what influencers say

What do they SEE?

environment
friends
what the market offers

How to
predict the
rainfall

To find the
prediction
algorithm with
more
accuracy

How to
manage the
technical
issue

Identify the
suitable
platform

How to
analysis the
rainfall data
set?

What are the
difficulties to
predict the
rainfall

How to
save crop
from water
logging?

A good balance
of rain and
proper irrigation
can lead to faster
growth

Help the farmer
to take the
precausationary
steps

unlimited
food access

To reduce
rainfall
related losses
in agriculture

Consuming
the physical
power

Enhance
the
prediction
accuracy

To save
resources and
optimize their
production

To improve the
economical
strength in
Agriculture
sector

To prevent
the crop
from water
logging

PAIN

fears
frustrations
obstacles

Impossible
to predict
the rainfall
accurately

Trouble to
communicate
the Farmer

Difficulties
to collect
the dataset

Identify the
Algorithm

To predict the
rainfall by using
environmental
parameter

GAIN

"wants" / needs
measures of success
obstacles

Collaborate
techniques
to the
irrigation

Suitable
algorithm

To
maximize
the growth
efficiency