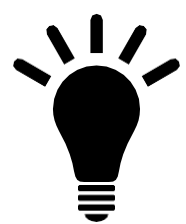


Ideation Phase

Empathize & Discover

Date	19 September 2022
Team ID	PNT2022TMID15512
Project Name	Estimate the Crop Yield using Data Analytics
Maximum Marks	4 Marks



What do they THINK AND FEEL?

what really counts
major preoccupations
worries & aspirations

What is
best for me

Whether
there could
be any
loss?

Wasting too
much time

Curious
about the
output

Fear about
the results

Compliment

What do they SEE?

environment
friends
what the market offers

Environmental
Factors

Profit

Ask
something
reliable

What do they SAY AND DO?

attitude in public
appearance
behavior towards others

Comparing
products

What do they HEAR?

what friends say
what boss say
what influencers say

The outcome
will be more
accurate

Light
weight

Good
interface but
needs some
improvement



PAIN

fears
frustrations
obstacles

Afraid of
estimating
the cost

Afraid of
monitoring

Weather
distraction

GAIN

"wants" / needs
measures of success
obstacles

Affordable
cost with
best
outcome

Avoid
unnecessary
man powe

Achieved
the
expected
output