

Empathy Map Canvas

# Gain insight and understanding on solving customer problems.

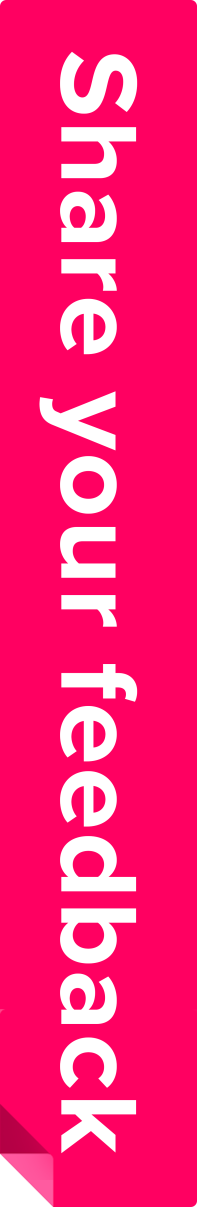
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Build empathy and keep your focus on the user by putting yourself in their shoes.

To improve the productivity in agricultural practices. The analysis of data related to agriculture helps in crop yield prediction, crop health monitoring and other such related activities.



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**Big data provides farmers granular data on rainfall patterns, water cycles, fertilizer requirements, and more**. This enables them to make smart decisions, such as what crops to plant for better profitability and when to harvest. The right decisions ultimately improve farm yields.

it is crucial to understand the current nutrient levels of the soil to be able to ascertain which areas require improvement. Our LaquaTwin range of portable meters can provide in-field analysis in your pocket.

can assist the Nepalese farmer to **monitor the real-time health of the crop which can help the farmer to estimate the missing nutrients in the soil and act accordingly**. Many farmers don't understand the real-time situation of soil and as a result, face a lack of production from the harvest.

Limitations include data and metadata gaps, insufficient data storage, preservation, and documentation, lack of scalable spatiotemporal big data analytics methods, and inadequate secure data-sharing mechanisms.

Analytics in agriculture are informing how farmers should manage pests. Digital tools and data analysis in agriculture are being utilized **to scientifically deal with harmful insects**. Agricultural pests can quickly cut into a farmer's

profits.