

**Ideation Phase**  
**Empathize & Discover**

Date	19 September 2022
Team ID	PNT2022TMID20029
Project Name	Project – Estimate The Crop Yield Using Data Analytics
Maximum Marks	4 Marks

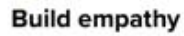
**Empathy Map Canvas:**

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 help 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.

**Project : Estimate The Crop Yield Using Data Analytics**



**PAIN**  
fears frustrations obstacles

do they know the efficient irrigation methods

Will they gain enough profit for the investment?

Ahead of changes in climate conditions in regard with crop yield

what do they

**Says AND DO?**  
What have we heard them say?  
What can we imagine them saying?

what do they

**THINK AND FEEL?**  
what really counts  
major preoccupations  
worries & aspirations

Wish to have low investment

Whether the estimation will be accurate or not?

whether the solution is best or not?

Are they aware of seasonal planting?

do they know the efficient irrigation methods

Expecting high profit

Will they use natural fertilizers to increase the crop yield or not?

Whether the estimation will be accurate or not?

do they know the efficient irrigation methods

Expecting high profit

Will they use modern or traditional equipments?

Sufficient water facilities

Type of soil

How effective is this method

is this method a trustworthy?

How about the productivity

**GAIN**  
"Wants" / needs measures of success obstacles

Yield of crop is more

High revenue

Followed the paper estimation

What do they

**SEE?**  
What behavior have we observed?  
What can we imagine them doing?

What do they

**H**  
What are their fears, frustrations, anxieties? What other feelings influence their behavior?