

what does (s)he

THINK & FEEL?

What really counts
Major preoccupations
Worries & aspirations

With the help of
this analysis rain
water can be
saved

Cultivation is
organized with
the help of rainfall
analysis

By understanding the
rainfall level we can
schedule our work

We can create
Eco-Friendly
environment

Develop mobile
applications for
monitoring the rainfall by
which farmers can
schedule their farming

The crops don't get
affected by dryness or water
logging if we predict the
rainfall

what does (s)he

HEAR?

What friends say
What the boss says
What influencers say

These analysis
are used fir better
farming

We can see
better
farming

what does (s)he

SEE?

Environment
Friends
What the market offers

what does (s)he

SAY & DO?

Attitude in public
Appearance
Behaviour towards others

Details and
aftermath of the
product is noted

The product will
reach wider
Audience

There will arise
constructive
criticism among

By production of
more crops
farmers can yield
more profit

Get reviews
related to the
project

we can only
predict the
rainfall and not
its extent

PAINS

fears
frustrations
obstacles

It can be placed
only in particular
region

Natural
disaster can't
be predicted

No Accuracy

Bringing a gap
between farmers
and technology

Cost
Efficient

User -
friendly

GAINS

"wants"/needs
measures of success
obstacles