Empathy Map Canvas
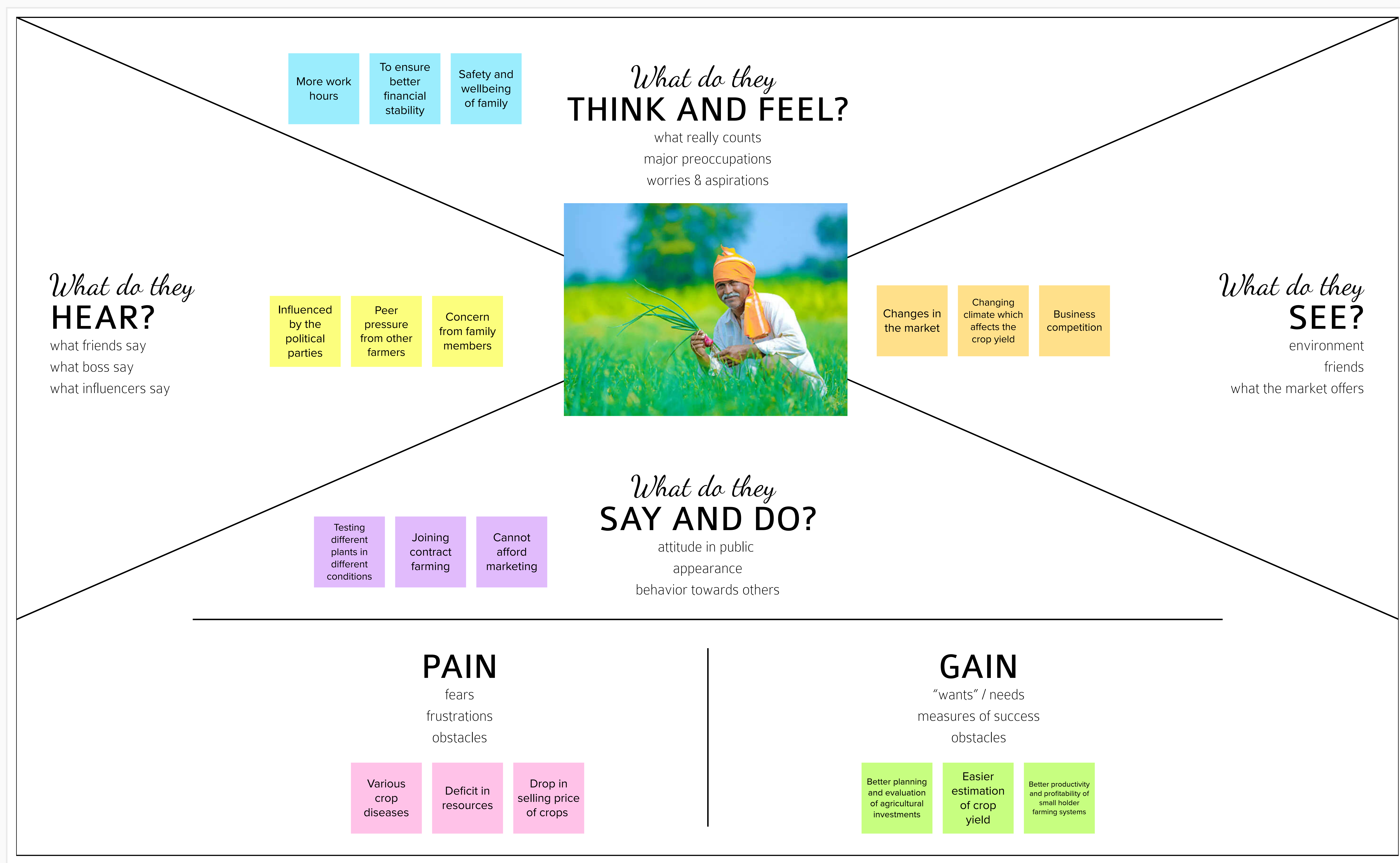
Gain insight and understanding on solving customer problems.

1

Estimate the Crop Yield using Data Analytics

What do they
THINK AND FEEL?
what really counts
major preoccupations
worries & aspirations

- More work hours
- To ensure better financial stability
- Safety and wellbeing of family

What do they
HEAR?
what friends say
what boss say
what influencers say

- Influenced by the political parties
- Peer pressure from other farmers
- Concern from family members

What do they
SEE?
environment
friends
what the market offers

- Changes in the market
- Changing climate which affects the crop yield
- Business competition

What do they
SAY AND DO?
attitude in public
appearance
behavior towards others

- Testing different plants in different conditions
- Joining contract farming
- Cannot afford marketing

PAIN
fears
frustrations
obstacles

- Various crop diseases
- Deficit in resources
- Drop in selling price of crops

GAIN
"wants" / needs
measures of success
obstacles

- Better planning and evaluation of agricultural investments
- Easier estimation of crop yield
- Better productivity and profitability of small holder farming systems