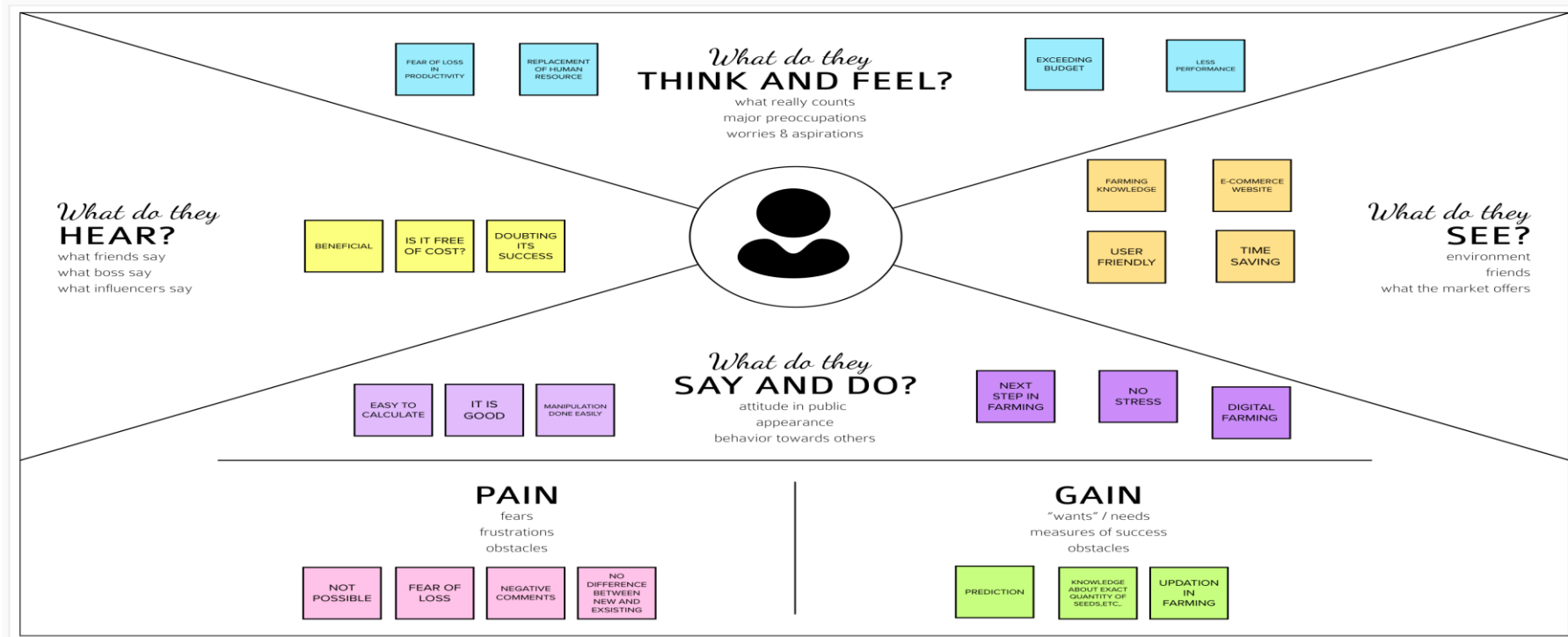


# Estimation of crop yield

Gain insight and understanding on solving customer problems.

1

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



# PROBLEM STATEMENT

Ram

user name

is a/an Farmer

user characteristics

who needs

To know about soil fertility

user need

because

To gain high production yield

insight

# PROBLEM STATEMENT

Mano

user name

is a/an Industrial expert

user characteristics

who needs

Know about climatic conditions

user need

because

For Marketing and profitability

insight

# PROBLEM STATEMENT

Sankari

user name

is a/an Land Owner

user characteristics

who needs

Resistance to pest and disease

user need

because

To avoid her field from pest attack

insight

# PROBLEM STATEMENT

Arun

user name

is a/an Fertilizer shopkeeper

user characteristics

who needs

Crop of Varietal adaptability

user need

because

To know what kind of fertilizers should be used

insight