Empathy Map Canvas

Gain insight and understanding on solving customer problems.

Exploratory Analysis Of Rainfall Data in India for Agriculure

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

Lead to food insecurity

increased usage of hybrid crops

High losses to the farmers

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

Can cause poverty

Decreae crop yeild

Increased price of crops

Which has faster cultivation period compared to noramal crops

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

Which cause many health issues

Wastage of crops due to uneven rainfall

What do they SEE?
environment
friends
what the market offers

Can cause various disease to crops

Needfull Precautions to be done

proper onset and withdrawl of monsoon result

Delayed planting and harvesting

Ways to prevent loss of crops

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

which where used for land preparation and sowing

It leads to decrease in agriculture

He doesn't get any profit

PAIN
fears
frustrations
obstacles

Farmers Investment gets loss

Prevent from the wastage of crops

GAIN
"wants" / needs
measures of success
obstacles

Amount of rainfall can be easily detected

User Friendly

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