



### 3. TRIGGERS

TR

- Destruction of crops because of climate change and growing competition in the market.

### 4. EMOTIONS: BEFORE / AFTER

EM

- Many farmers have faced huge losses in crop yield, which took months of hard work, leading them to commit suicide. When they are certain with the predictions and analysis, they are confident about making better decisions without much loss.

### 10. YOUR SOLUTION

SL

- It would help farmers a lot if crop yield predictions were made more accurately and the data is visualized and displayed on a dashboard for easier understanding.

### 8. CHANNELS of BEHAVIOUR

CH

- It may not be possible online as not every farmer has access to technology and the internet, but they can benefit from it offline from an agricultural office.