Date	19 September 2022
Team ID	PNT2022TMID46778
Project Name	Project - Estimate the Crop Yield using Data Analytics
Maximum Marks	4 Marks

Empathy Map Canvas

Gain insight and understanding on solving customer problems.

1

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

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

- satisfied crop yield
- no proven data for harvest
- more yield of crops
- to ensure unadultrated crops

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

advie from agriculture professionals

- professional& expert's opinion
- enjoy high yield from known land intimately
- Decisions of resource management

What do they **SEE?**
environment
friends
what the market offers

- to get pest free crops
- objective method
- High rate taxes for fertilizers
- subjective method
- unpredictable profit and loss

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

- critical climate and temperature factors
- to know health of crops
- to give a safety food
- planning ,hsrvest & storage requirement

PAIN
fears
frustrations
obstacles

- Flood and rainfall effects
- atmospheric condition
- sudden diseases or pests affect
- resource allocation

GAIN
"wants" / needs
measures of success
obstacles

- data on rainfall patterns
- livestock feed
- reliability
- find hybrid variety of plants
- timely information on crop area

Share your feedback