WHO are we empathizing with?

- Farmers / Agricultural Managers
- Data Scientists / Analysts
- Agronomists / Crop Consultants
- Farm Equipment Operators

What do they HEAR?

- From Colleagues:
  - "Can we trust these predictions?"
  - "We need more accurate data."
  - "The insights should be easy to use."
- From Experts:
  - "Climate is crucial for growth."
  - "Predictive analytics helps optimize decisions."
- From Farmers:
  - "I need real-time feedback to adjust irrigation or fertilization."
  - "Data should be easy to understand and actionable."

What do they DO?

- Use Power BI to track and visualize environmental and management data.
- Collect environmental data (e.g., temperature, humidity, soil moisture).
- Use management data (e.g., irrigation schedules, fertilization rates, pesticide use).
- Analyze historical data to detect patterns in growth stages.
- Create reports and dashboards to share insights with team members and stakeholders.
- Collaborate with agricultural experts to refine prediction models.
- Monitor and make real-time

GOAL

What do they THINK and FEEL?

PAINS

- Difficulty integrating various data sources (e.g., weather data, soil sensors, management inputs) into one cohesive platform.
- Lack of predictive tools that can provide reliable forecasts for plant growth.
- Inability to easily track how specific environmental and management factors interact with plant growth.
- Data overload – too much data to sift through without actionable insights.
- Technical limitations of the tool or lack of expertise in setting up advanced dashboards.
- Struggles with identifying patterns and correlations in environmental data affecting plant health.

GAINS

- Improved Decision-making: Data-driven insights into plant growth stages help them make better irrigation, fertilization, and harvesting decisions.
- Time savings: Automated data visualization and reporting mean less time spent manually analyzing data.
- Optimized Yield: By better understanding plant growth and environmental factors, they can take proactive steps to improve crop yield.
- Increased Efficiency: With real-time data integration, they can adjust farming practices on the fly.
- Predictive Power: By using predictive analytics, they can forecast growth stages and optimize the management of resources.
- Better Planning: Long-term growth predictions help in better planning for harvesting, crop rotation, and resource allocation.
- Data-driven Confidence: Confidence in their ability to track progress, identify issues early, and respond accordingly.

What do they SEE?

- Power BI Dashboards: Visualizations of real-time environmental and growth data (temperature, soil moisture, crop health).
- Growth Stage Predictions: Forecasts based on environmental factors and management practices.
- Alerts & Notifications: Warnings for suboptimal conditions.
- Historical Data: Trends and comparisons to guide decision-making.
- Complexity: A mix of simple visuals and complex models, which can be overwhelming.

What do they need to DO?

- Use Power BI to track and visualize environmental and management data.
- Collect environmental data (e.g., temperature, humidity, soil moisture).
- Use management data (e.g., irrigation schedules, fertilization rates, pesticide use).
- Analyze historical data to detect patterns in growth stages.
- Create reports and dashboards to share insights with team members and stakeholders.
- Collaborate with agricultural experts to refine prediction models.
- Monitor and make real-time decisions based on plant health data.

What do they SAY?

- "I need real-time data to monitor plant health and growth."
- "I want to make data-driven decisions to optimize crop yield."
- "I need help predicting the optimal harvest time."
- "We need better insights into how weather patterns affect plant growth."
- "I wish we could integrate all of our data sources into one dashboard for ease of use."
- "I want to visualize how various environmental factors like soil moisture, temperature, and sunlight impact plant growth."