

Ideation Phase

Empathize & Discover

Date	18 February 2026
Team ID	LTVIP2026TMIDS53672
Project Name	Exploratory Analysis of Rainfall Data in India for Agriculture
Maximum Marks	4 Marks

Empathy Map Canvas:

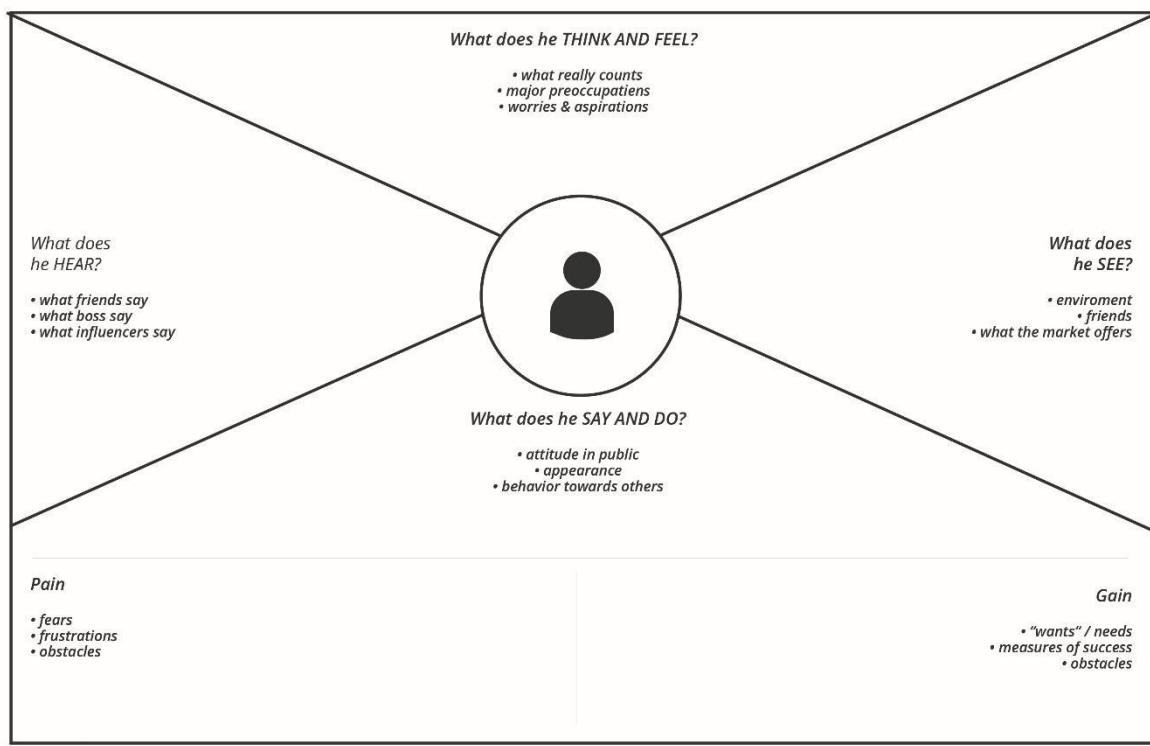
An empathy map is a simple, easy-to-digest visual that captures knowledge about a user's behaviours and attitudes.

It is a useful tool to help teams better understand their users.

Creating an effective solution requires understanding the true problem and the person who is experiencing it. The exercise of creating the map helps participants consider things from the user's perspective along with his or her goals and challenges.

Example:

Empathy Map



<http://creativecommons.org/licenses/by-sa/4.0/>

Business Model Toolbox

Reference: <https://www.mural.co/templates/empathy-map-canvas>

Empathy Map: Rainfall Data Analysis for Agriculture

Thinks & Feels	Hears
• Worried about unpredictable rainfall • Concerned about crop failure • Hopes for stable agricultural income • Thinks about water availability	• Weather forecasts from media • Advice from agricultural experts • Government announcements • Discussions from other farmers
Says & Does	Sees
• Checks rainfall updates regularly • Adjusts crop plans based on rainfall • Uses irrigation methods • Seeks government support during drought	• Irregular rainfall patterns • Seasonal climate changes • Water scarcity or flooding • Impact on crop growth