Ideation Phase
Empathize & Discover

Date	13 March 2025
Team ID	PNT2025TMID06976
Project Name	**Predicting Plant Growth Stages with Environmental and Management Data**
Maximum Marks	2 Marks

Empathy Map Canvas:

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

Predicting Plant Growth Stages with Environmental and Management Data

Empathy Map:

Develop shared understanding and empathy

Summarize the data you have gathered related to the people that are impacted by your work. It will help you generate ideas, prioritize features, or discuss decisions.

GOAL

WHO are we empathizing with?
Agronomists, Farmers, Greenhouse Managers, Data Analysts
Individuals responsible for monitoring and optimizing plant growth using environmental data

What do they need to DO?
Collect real-time environmental data (temperature, humidity, soil moisture, light levels)

What do they HEAR?
Experts discussing AI-driven agriculture solutions
Colleagues recommending data-driven decision making
Concerns about climate impact on plant growth
Power BI tutorials or industry discussions on smart farming

What do they THINK and FEEL?

PAINS
Inconsistent data leading to poor predictions
Difficulties in interpreting complex environmental data

GAINS
More precise predictions of plant growth stages
Better resource management (water, light, nutrients)

What do they SEE?
A Power BI dashboard with:
Graphs showing plant growth stages over time
Heatmaps of temperature, humidity, and soil moisture
Alerts & notifications for unusual conditions

What do they SAY?
"I need accurate growth predictions to optimize resources."

What do they DO?
Collect & Integrate Data
Analyze & Interpret Data
Optimize Decision-Making