

Ideation Phase

Empathize & Discover

Date	24 March 2025
Team ID	PNT2025TMID06994
Project Name	Global Food Production Trends and Analysis: A Comprehensive Study from 1961 to 2023 Using Power BI
Maximum Marks	4 Marks

Empathy Map Canvas:

An empathy map is a simple, easy-to-digest visual that captures knowledge about a customer behaviours and attitudes it helps businesses, designers, and strategists gain deeper insights into their target audience by visualizing their experiences and challenges.

Better Understanding of Improved Decision-Making, enhances, Supports Data-Driven Insights, Supports Data-Driven Insights and Identifies Pain Points and Opportunities

Develop shared understanding and empathy
customer based on their food production analysis of Global food trends

WHO are we empathizing with?

- Concerned about global food security and production trends.
- Preoccupied with sustainability and the impact of climate change.
- Interested in data-driven insights for better decision-making.
- Wants to forecast future food trends and market demand.
- Worried about supply chain disruptions and price fluctuations

What do they HEAR?

- Industry reports discussing rising wheat, maize, and rice production.
- Experts and economists analyzing food security and agricultural policies.
- Competitors and stakeholders focusing on sustainability and innovation.
- Suppliers and farmers sharing concerns about climate and production trends.
- Media coverage on changing global agricultural dynamics

What do they DO?

- Uses Power BI dashboards for real-time insights.
- Attends conferences and industry events to stay updated.
- Advocates for sustainable agricultural practices.
- Makes data-backed investment and policy decisions

GOAL

PAINS

- Uncertainty in global production trends affecting supply chain planning.
- Data inconsistencies across different regions.
- Impact of climate change on crop yields.
- Rising costs of food production and distribution.
- Regulatory hurdles affecting market operation

GAINS

- Accurate forecasting tools for future food trends.
- Better risk management strategies using historical data.
- Informed decision-making through data visualization.
- Improved supply chain resilience in agriculture.
- Opportunities for market expansion based on production insights.

What do they SEE?

- rowing food demand and the need for sustainable agriculture.
- Regional variations in crop production affecting supply chains.
- Market competition and opportunities in agricultural investments.

What do they SAY?

- Uses Power BI dashboards for real-time insights.
- Engages in strategic discussions about food production and supply chain improvements.
- Makes data-backed investment and policy decisions

What do they need to DO?

- Uses Power BI dashboards for real-time insights.
- Attends conferences and industry events to stay updated.
- Accurate forecasting tools for future food ends

Type your paragraph...