

Ideation Phase

Empathize & Discover

Date	18 Feb 2026
Team ID	LTVIP2026TMIDS57051
Project Name	Exploratory Analysis of Rainfall Data in India for Agriculture.
Maximum Marks	4 Marks

Empathy Map Canvas:

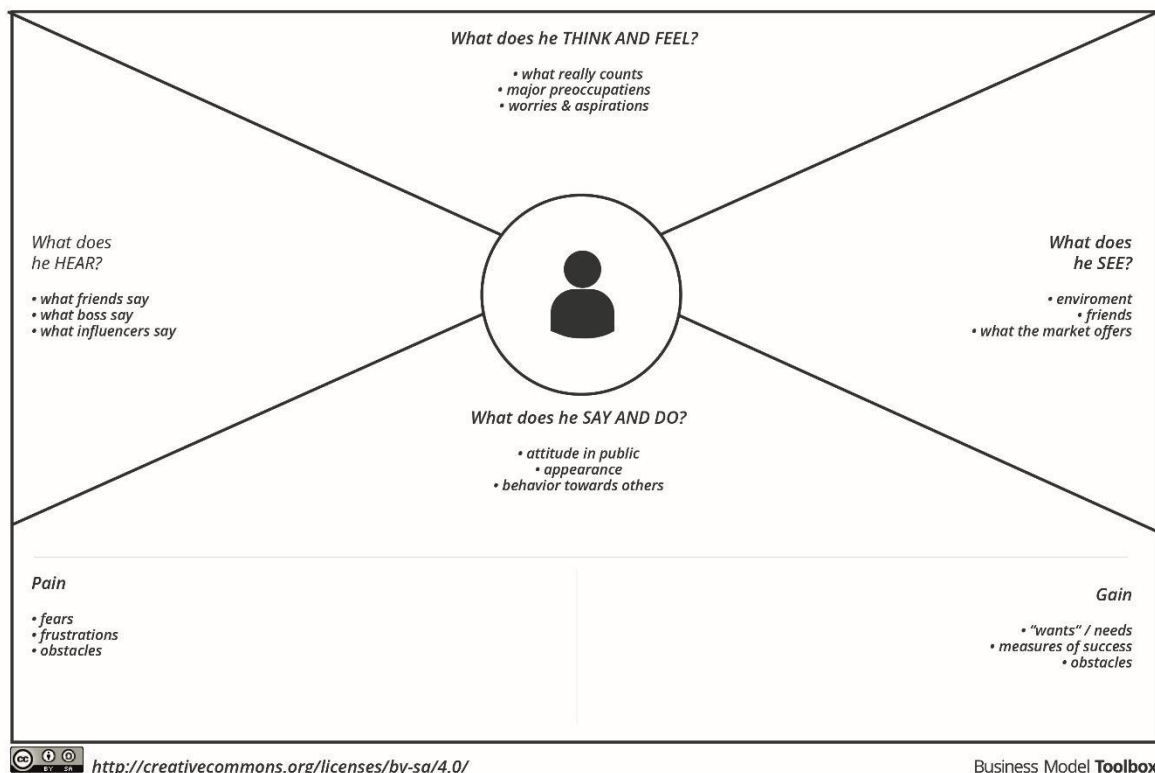
An empathy map is a simple, easy-to-digest visual that captures knowledge about a user's behaviours and attitudes.

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



Empathy Map – Rainfall Prediction Web App

THINKS

- Will it rain today?
- Can I trust this forecast?
- I need quick information.
- How do I protect my crops?

SEES

- Changing weather patterns
- Crop damage due to rain
- Complex forecast websites
- Unpredictable rainfall

HEARS

- Weather news reports
- Advice from other farmers
- Local weather warnings
- Community discussions

SAYS

- Weather is unpredictable.
- I need accurate prediction.
- Planning is difficult.
- I want a simple tool.

FEELS

- Worried about crop loss
- Stressed about finances
- Uncertain about decisions

| • Relieved with clear results |

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