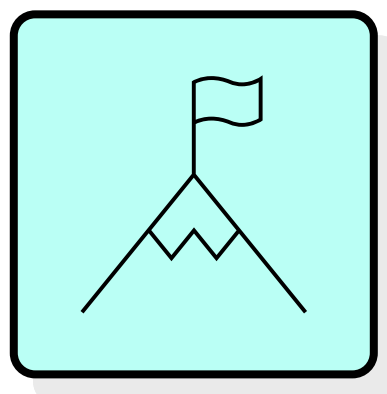
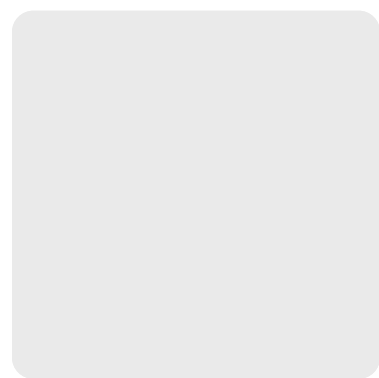


WHO are we empathizing with?
farmers, agriculture, researchers



What do they need to DO?
monitor plant growth stages
effectively using environment and
management data visualized in
power Bi

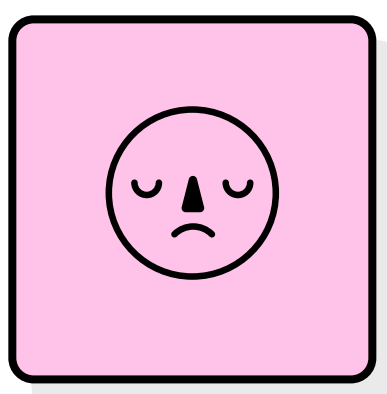


GOAL

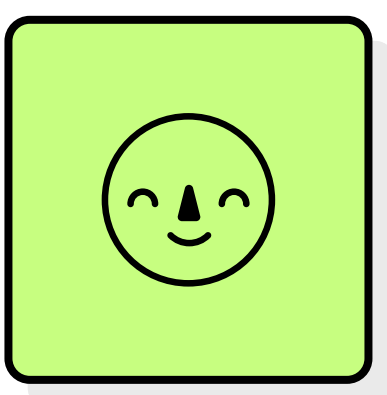
What do they THINK and FEEL?



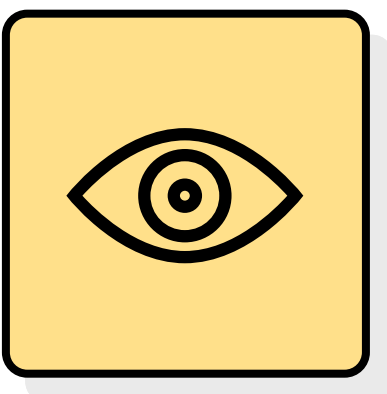
What do they HEAR?
Advice from peers or experts a
bout new tools in the agricultural sector.
Recommendations for improving
efficiency and sustainability.
Updates on the latest environmental
conditions and crop management
techniques.



Concerns
Uncertainty about data
accuracy, challenges in
adopting new technology,
and the cost of solutions.

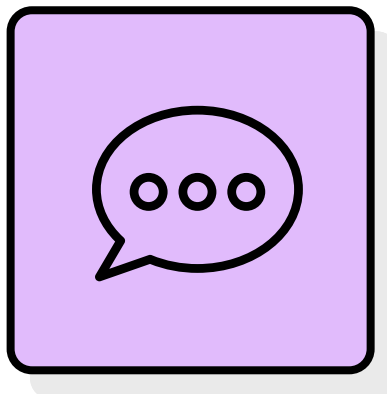


Motivations
What are their wants,
needs, hopes, and
dreams?



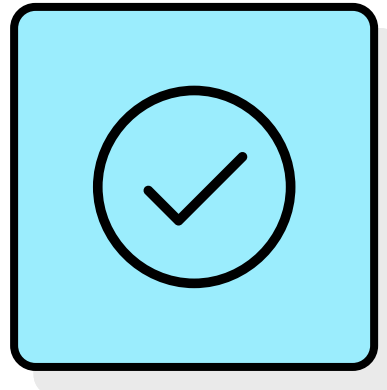
What do they SEE?

- Fluctuating environmental patterns that affect plant growth.
- Limited or unstructured data sets.
- Emerging technologies like Power BI that offer a user-friendly approach to analytics.



What do they SAY?

- "We need accurate insights to improve crop yield."
- "How can I visualize complex data in a simple, actionable way?"
- "Environmental factors make growth unpredictable."



What do they DO?

- Regularly collect data on environmental conditions (e.g., temperature, humidity).
- Attempt to manage crop schedules with existing tools or gut feelings.
- Use visual dashboards for operational decisions (if available).