WHO are we empathizing with?

- Policymakers, Agricultural Analysts, Economists, NGOs, Business Stakeholders.
- Analyzing global food production trends to inform policies, strategies, and investments.
- Use the report to make decisions on food security, trade policies, and sustainability based on historical data.

GOAL

What do they need to DO?

- **Different:** Use data more efficiently to make quicker, informed decisions on food security and trade.
- **Job:** Analyze global food trends, predict future production, and develop actionable strategies
- **Decisions:** Set policies, allocate resources, and adjust strategies based on food production insights.
- **Success:** Successful decisions leading to improved food security, sustainability, and economic outcomes.

What do they HEAR?

- **From Friends**: Concerns about global food security and climate change impacts on agriculture.
- **From Colleagues**: Discussion about the need for data-driven policies and efficient agricultural strategies.
- **Second-hand:** Reports on food production challenges, sustainability issues, and shifting global trade patterns due to production changes.

What do they THINK and FEEL?

PAINS

- **Fear:** Inaccurate data leading to wrong decisions affecting food security.
- **Frustration:** Overwhelmed by complex, inconsistent data from multiple sources.
- **Anxiety:** Pressure to address global food challenges while ensuring sustainable and effective solutions.

GAINS

- **Want:** Clear, actionable insights from data to make informed decisions.
- **Need:** Reliable, consistent data to predict future food production trends.
- **Hope:** Ensure global food security and sustainability through informed policies.
- **Dream:** A world where data-driven decisions lead to stable, sustainable food systems

What other thoughts and feelings might influence their behavior?

- **Thoughts:** Worry about the long-term impact of food production on global economies and the environment.
- **Feelings:** Urgency to act due to growing concerns over climate change and food insecurity, driving them to seek timely and reliable insights.

What do they SEE?

- **Marketplace**: Trends in food production, climate impact on agriculture, and sustainability efforts.
- **Environment:** Data on regional agricultural productivity, trade impacts, and policy changes.
- **Others:** Discussions about food security, climate change, and global trade affecting food systems.
- **Watching/Reading:** Reports on global food production, climate change studies, and market forecasts in agriculture.

What do they DO?

- **Today:** Analyze food production data and make decisions on policies or business strategies.
- **Behavior**: Reviewing trends, comparing regions, and discussing strategies based on data insights.
- **Imagine:** Using interactive Power BI reports to explore trends, forecast future production, and propose solutions.

What do they SAY?

- **Heard:** We need actionable insights on food production trends to make informed decisions.
- **Imagine:** How can we predict future food security and ensure sustainable practices based on this data?