Template

Empathy Map for Food Production Trends

By using this templet we can introduce our global food production trends Empathy Map

Originally created by Dave Gray at

XPLANE®

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Here are the Empathy Map points for your project Global Food Production Trends and Analysis (1961-2023) Using Power BI

WHO are we empathizing with?

Farmers and policymakers may be the top priority because they directly influence and are impacted by food production trends.

Policymakers analyze food production trends, regulate farming policies, and implement strategies to ensure food security and economic stability.

Farmers are responsible for growing crops, managing land, and ensuring food supply. They rely on data-driven insights for better crop planning and sustainable farming.

Policymakers need accurate data to make decisions on agricultural policies, food security, and trade regulations while balancing economic and environmental concerns.

Farmers face unpredictable weather, fluctuating market prices, and challenges in maintaining crop yields due to climate change and resource limitations.

What do they need to DO?

By addressing these needs, data-driven insights from Power BI can help both farmers and policymakers make better decisions for a more sustainable and productive future.

Increased crop yield and reduced losses.

Reduction in food shortages or price volatility.

GOAL

What do they THINK and FEEL?

PAINS

By addressing their concerns, we can develop data-driven solutions that create real impact!

Will market prices drop after harvest, making my efforts unprofitable?

GAINS

This ensures that food production becomes more efficient, sustainable, and profitable

Complaints from farmers about low profits and policy inefficiencies.

Increasing competition from large-scale agricultural businesses.

What do they HEAR?

This will help both farmers and policymakers make smarter, data-driven decisions

The weather is getting worse every year; it's harder to predict yields.

We need smarter policies to stabilize food production and distribution

Food production should align with sustainability goals.

Direct market access without middlemen

What do they SEE?

By understanding what they see, we can design data visualizations in Power BI

I don't have real-time data to make informed decisions.

Adoption of AI & data analytics in decision-making

What other thoughts and feelings might influence their behavior?

Will I earn enough profit this season to support my family?

Are we collecting accurate and real-time agricultural data?

What do they SAY?

By analyzing what they say and imagine, we can design data-driven solutions in Power BI to address their concerns and provide meaningful insights.

Crop prices are too unpredictable; we don't know what to grow next

We need accurate and real-time data to make better agricultural policies.

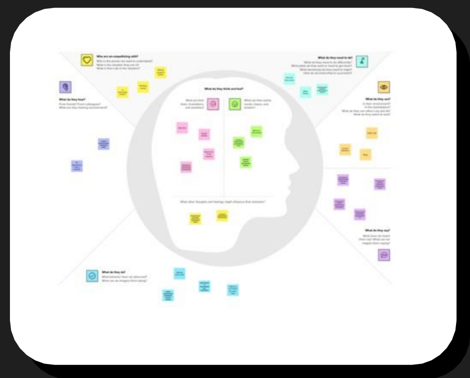
What do they DO?

By understanding their current behaviors and potential improvements, we can design data-driven solutions that empower both farmers and policymakers to make better, more informed decisions.

Grow crops based on traditional knowledge and past experiences.

Respond to food shortages or price fluctuations reactively.

Seeking government aid and financial support during poor harvests



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