Ideation Phase
Empathize & Discover

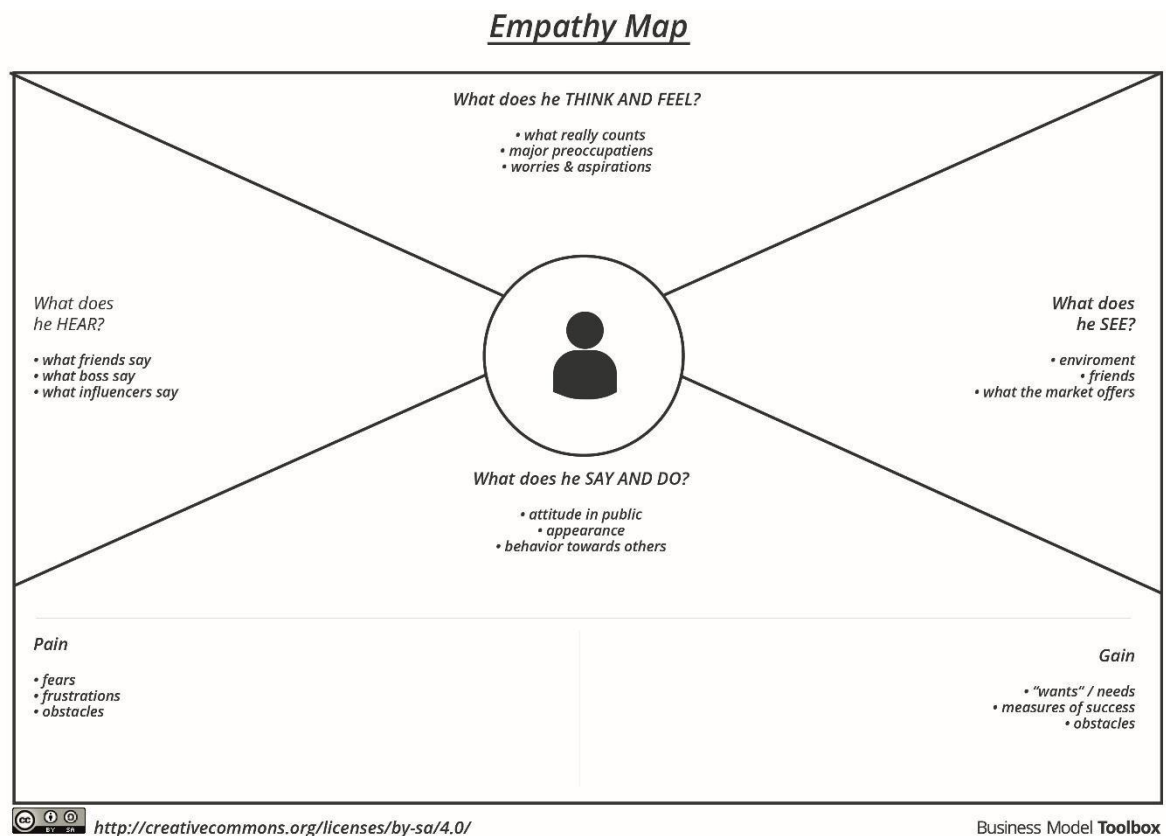| Date	25 October 2023
Team ID	PNT2022TMID591569
Project Name	Machine Learning Approach For Predicting The Rainfall
Maximum Marks	4 Marks

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 helps 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:

Reference: https://www.mural.co/templates/empathy-map-canvas

Example: Machine Learning Approach For Predicting The Rainfall

WHO are we empathizing with?
Who is the person we want to understand?
What is the situation they are in?
What is their role in the situation?

GOAL

What do they need to DO?
What do they need to do differently?
What job(s) do they want or need to get done?
What decision(s) do they need to make?
How will we know they were successful?

ML can used to develop real-time rainfall prediction systems

Machine learning can help to improve the accuracy of rainfall predictions

Predicting rainfall is difficult

ML can used to develop real-time rainfall prediction systems

Relieved to have access to accurate rainfall predictions

Collects and analyzes historical rainfall data

Checks weather forecasts regularly

What do they HEAR?
What are they hearing others say?
What are they hearing from friends?
What are they hearing from colleagues?
What are they hearing second-hand?

What do they THINK and FEEL?

PAINS
What are their fears, frustrations, and anxieties?

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

Accurate rainfall predictions are crucial for planning agricultural activities

impact of drought on my community

my crops if it doesn't rain soon

accurate predictions are vital for my livelihood

Anxiety about the impact of drought

Lack of access to accurate rainfall predictions

Frustration with inaccurate rainfall predictions

Technical expertise required to use machine learning models

Relief from anxiety about the impact of drought

Improved crop yields

Increased confidence in decision-making

Reduced water waste

What do they SEE?
What do they see in the marketplace?
What do they see in their immediate environment?
What do they see others saying and doing?
What are they watching and reading?

What do they SAY?
Type your paragraph...

What other thoughts and feelings might influence their behavior?

develop real-time rainfall prediction systems

impact of drought

Improving agriculture productivity is essential for our country's economy

allocate resources more effectively

What do they DO?
What do they do today?
What behavior have we observed?
What can we imagine them doing?

Check weather forecasts

Use rain gauges

Consult with experts

Make decisions based on their predictions