

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?

Discussions

about the

different ways

to predict the

score



What are they hearing others say?

What are they hearing from friends?

What are they hearing second-hand?

What are they hearing from colleagues?

What do they HEAR?

Tips from

Experts

They may hear

about the

injuries in the

squad before

that may impact

match outcom

Data Analysts who analyze the game

They are in a situation to predict the t20 score

People who love watching cricket

GOAL

Prediction is done using this

Score

What do they need to DO?

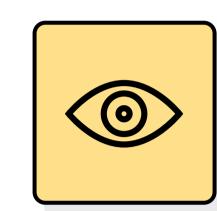
What do they need to do differently? What job(s) do they want or need to get done? What decision(s) do they need to make? How will we know they were successful?

Accuracy helps to find whether they are successful or not

They are required to enter team names, present Score, Venue etc

Data Visualization charts and graphs on how accurate the score predicted is

They can see the option to enter Team Names



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?



Enthusiastic

What do they SAY?

What have we heard them say?

Demanding

What We Can Imagine Them Saying?

Data-

driven

Excited

What do they THINK and FEEL?

PAINS

What are their fears, frustrations, and anxieties?

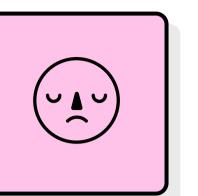
Anxiety would

be whether

the prediction

would be right

or wrong



GAINS

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

By understanding the needs and expectations of users, developers can create a score predictor that is more attractive to generate revenue.

A T20 score predictor can help to foster a sense of community, also users to connect and share their passion for the game

Fear of insufficient Data which can cause wrong prediction

What other thoughts and feelings might influence their behavior?

Confdence:accurate prediction boos their confdence

nervousness:feel nervous about their predictions

People often

research and also

calculate or guess

the winners and

then check it with

the application that

we have developed

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What do they DO?

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

They generally try to guess, analayze and bet

enjoying by making predictions

We imagine them **trusting** our application and