

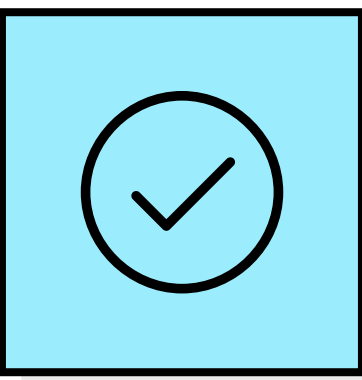
WHO are we empathizing with?

We are empathizing with farmers, agronomists, and agricultural analysts who need data-driven insights to optimize plant growth, improve yield, and manage resources efficiently.



What do they HEAR?

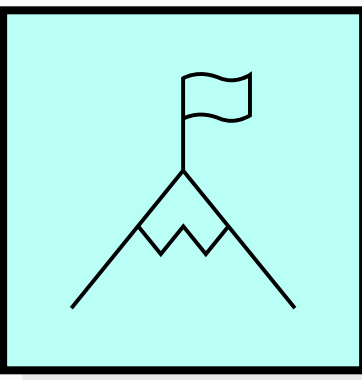
They hear weather forecasts, sensor alerts, expert recommendations, market demands, and farm management guidelines.



What do they DO?

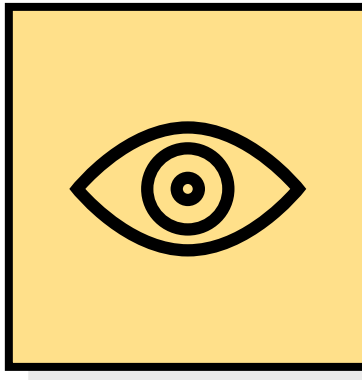
monitor plant growth, analyze data, adjust irrigation and fertilization, control pests, respond to weather changes, and

GOAL



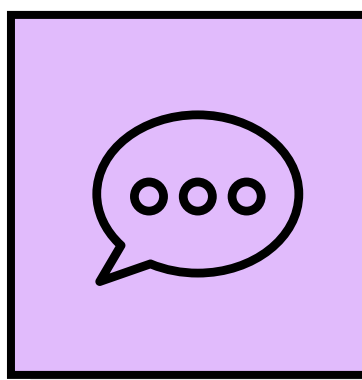
What do they need to DO?

They need to monitor plant growth, adjust irrigation and fertilization, respond to environmental changes, prevent pests and diseases, and optimize harvesting time.



What do they SEE?

they see weather patterns, soil conditions, plant health, growth progress, pest infestations, and data insights from Power BI dashboards.



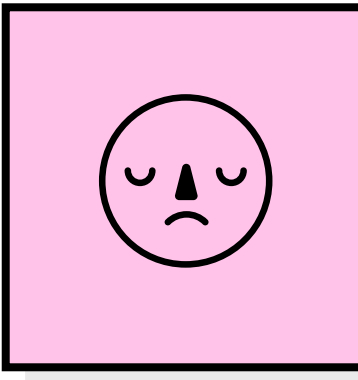
What do they SAY?

they say observations about plant health, concerns about weather impacts, decisions on irrigation and fertilization, and strategies to improve yield and sustainability.

What do they THINK and FEEL?

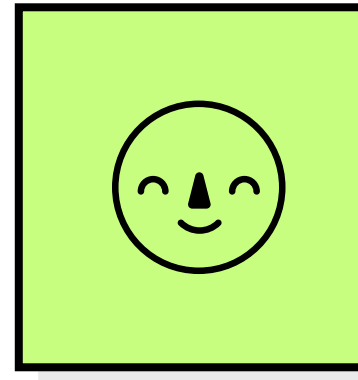
PAINS

What are their fears, frustrations, and anxieties?



GAINS

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



What other thoughts and feelings might influence their behavior?

their behavior is influenced by uncertainty about weather conditions, financial pressures, market demands, environmental concerns, labor availability and the desire for higher yields and sustainability