GOAL People with no prior knowledge What do they THINK and FEEL? can access What do they HEAR? Simple and **PAINS GAINS** (-) User What are they hearing others say? What are their fears, What are their wants, Friendly What are they hearing from friends? frustrations, and anxieties? needs, hopes, and dreams? What are they hearing from colleagues? Promotes the lifestyle What are they hearing second-hand? Reduction of farmer of human errors Not Accurate at All the time Saves time Efficient and effort for due to Lack Lack in predicting of Data disease interaction What do they SEE? between What do they see in the marketplace? human Early What do they see in their immediate environment? What do they see others saying and doing? detection of What are they watching and reading? Reduction of disease complexity in predicting the Improvement disease Wrong in production Prediction 000 may occur This is better when compared with traditional What do they SAY? analysis But in case of What have we heard them say? What can we magine them saying? prediction leads brings severe effect "Can you "How can I guarantee the trust a accuracy of machine for my business?" application?" "Can this application take responsibility for the losses that may happen due to this application?" What do they DO?

Compare

with actual

outcome and

Predicted one

Before applying

farmers

should understand

the risk.

What do they do today?

What behavior have we observed?

What can we imagine them doing?