



# What do they THINK AND FEEL?

what really counts  
major preoccupations  
worries & aspirations

# What do they SEE?

environment  
friends  
what the market offers

# What do they SAY AND DO?

attitude in public  
appearance  
behavior towards others

# PAIN

fears  
frustrations  
obstacles

# GAIN

“wants” / needs  
measures of success  
obstacles

The soil  
moisture,temperature  
and humidity values  
may not be accurate

The field will  
be free from  
animals and  
birds.

The field can  
be look after  
peacefully  
from home.

The Model mainly  
focuses on  
detecting animal  
and birds that  
enter the farm

It captures the  
pictures fo the  
animals and  
birds. It also  
raise an alarm.

The device will also  
monitor the soil  
moisture levels,  
temperature, and  
humidity values

Location of  
the field

They estimate the  
ripening season  
because it draws  
animals more than  
usual.

Weather  
Condition and  
Climatic  
changes

Will the device  
accurately  
measures the soil  
moisture levels,  
temperature, and  
humidity values

Will it generates  
the alarm quickly  
before the  
animals spoil the  
farm?

Will the  
device detect  
the animals  
properly?

# What do they HEAR?

what friends say  
what boss say  
what influencers say

Damage to  
crops due  
to animal  
activities

Abnormal  
measures in  
soil moisture,  
temperature  
and humidity

Proper  
maintenance  
of the device

Increase in  
crop yield.

Profit in  
market

Fields will be  
safe from  
animals and  
birds.