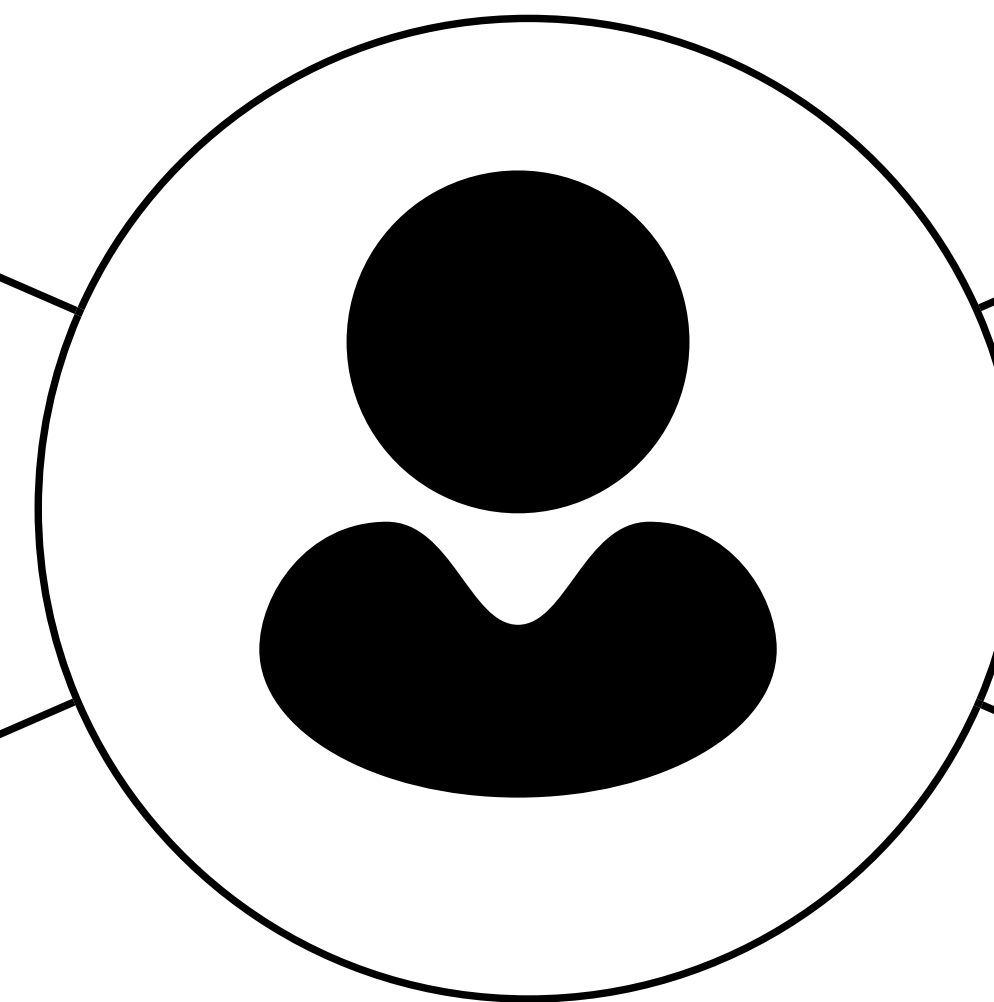


What do they THINK AND FEEL?

what really counts
major preoccupations
worries & aspirations



What do they SAY AND DO?

attitude in public
appearance
behavior towards others

What do they HEAR?

what friends say
what boss say
what influencers say

What do they SEE?

environment
friends
what the market offers

Will the
model predict
the disease
accurately?

Will it
suggest the
appropriate
fertilizer?

How to access
the portal and
upload the
images of the
affected leaves?

Will the
precautions
suggested be
effective?

Weather
conditions
and climatic
changes.

Fellow
farmers'
crop yield.

Market
trends.

Healthy and
unhealthy
crops in the
field.

The model should
accurately predict
the disease and
recommend a
fertilizer.

Upload the
pictures of
the infected
parts of the
plant.

Use the
recommended
fertilizer and
implement the
precautions
suggested.

Observe the
effect of the
fertilizer and
give
feedback.

The suggested
fertilizers might
affect the soil's
fertility.

The
recommended
fertilizer may
increase the
crop yield.

The
prediction
model may
not be
accurate.

The fertilizer
may cure the
disease.

PAIN

fears
frustrations
obstacles

Lack of
knowledge
about the
disease and
its remedy.

Spread of the
disease to
neighbouring
crops.

Decrease in
yield and
loss in
market.

Side effects
due to use of
incorrect
fertilizer.

GAIN

"wants" / needs
measures of success
obstacles

Accurate
detection of
disease and
appropriate use
of fertilizer.

Increase in
crop yield.

Profit in
market.

Improved
lifestyle in
the long
run.