

### 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?



### What do they HEAR?

What are they hearing others say?  
What are they hearing from friends?  
What are they hearing from colleagues?  
What are they hearing second-hand?

Incorrect Remedies

Wrong Precautions

False Alarms

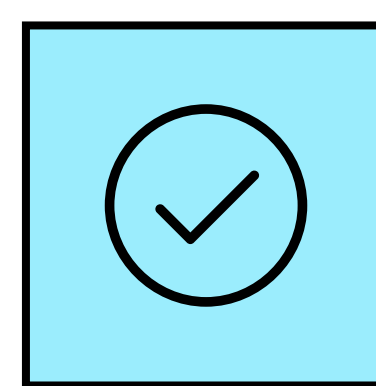
Damage plants haphazardly

Damage plants haphazardly

Latest Trends

Untested Fertilizers

Good Fertilizers



### What do they DO?

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

Find Cure for Disease

Ask other farmers

Overdose Fertilizer

Compare different solutions

Use same Fertilizer

Let plant heal on its on

Take appropriate precautions

Give feedback to improve

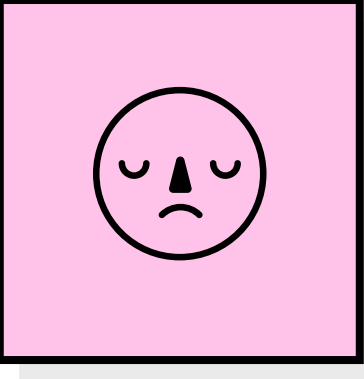
### GOAL

Take correct precautions

### What do they THINK and FEEL?

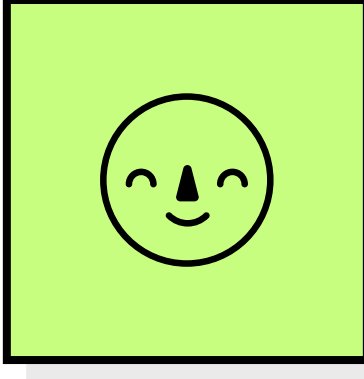
#### PAINS

What are their fears, frustrations, and anxieties?



#### GAINS

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



Disease not detected

What if plant doesn't heal?

Wrong disease predicted

Fertilizer not available

Detection taking very long

Plant has healed completely

Fertilizer available

Correct disease found

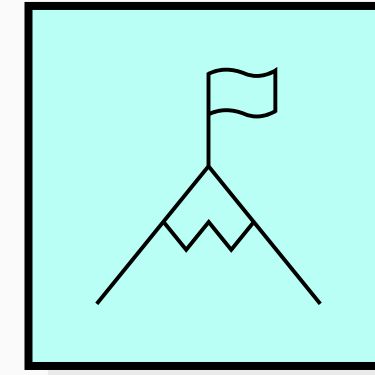
Simple, easy precautions

Quick disease detection

Can I use alternative for given fertilizer?

Difficulty of precautions

Web App detection differs from my intuition



### 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?

Identify disease correctly

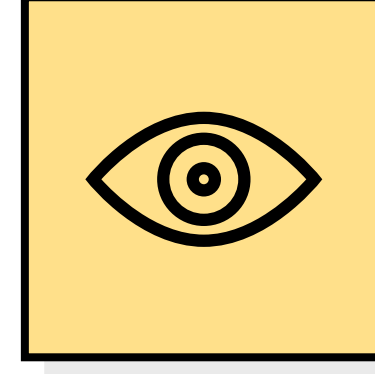
Use appropriate fertilizers

Plant affected by disease

Various fertilizers available

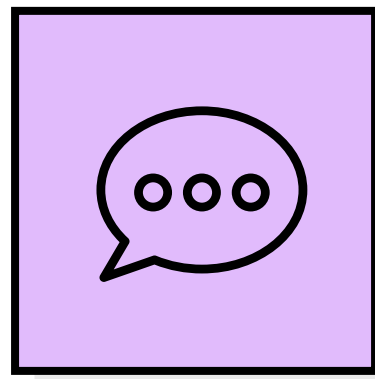
Web app to identify disease

Possible precautions



### 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?



### What do they SAY?

What have we heard them say?  
What can we imagine them saying?

What is affecting my plants?

Solution should be easy

Should be quick

Precautions with alternatives

Use Web App to find correct disease

Compare time taken to get answer