

What do they THINK AND FEEL?

what really counts
major preoccupations
worries & aspirations

DOES IT
AFFECTS THE
ENVIRONMENT

HOW TO KEEP
TRACK OF
SOIL
PARAMETERS

DOES IT
SUITS FFOR
CLIMATE
CHANGES

A STEP
FORWARD
TOWARDS
MODERN
AGRICULTURE

IMPLEMENTATION
DIFFICULTIES

BOON FOR
THE
FARMERS

MONITOR
WEATHER
CONDITIONS

KEEP TRACK
OF SOIL
PARAMETERS

ALMOST
EVOLVED
MODERN
AGRICULTURE

ENVIRONMENT
FRIENDLY

ACCURATE
MONITORING

What do they SEE?

environment
friends
what the market offers

FARMER AND
ENVIRONMENTAL
ASSERT

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

PAIN

fears
frustrations
obstacles

COST

ONLY SUITABLE
FOR WHO
ADAPTS TO
MODERN
TECHNOLOGIES

MORE
COMPUTATIONAL
DIFFICULTIES

GAIN

"wants" / needs
measures of success
obstacles

REDUCES
WORK FOR
FARMERS

SAVE THE
AGRICULTURE
FROM
EXTINCTION

INCREASES YIELD
THERE BY
INCREASING THE
PROFIT OF THE
FARMERS