



# What do they THINK AND FEEL?

what really counts  
major preoccupations  
worries & aspirations

- It makes the farmer as smart as possible
- It simplifies the farmer's work
- Improving Productivity and efficiency
- It Unlocks a New level of modern Agriculture
- It improves quality and quantity
- It replaces the agricultural experts

Providing data security

# What do they SEE?

environment  
friends  
what the market offers

Upgradation of the industry with this Application

Sleek User Interface

It will save us time

Can you guarantee the accuracy of this application?

Can this application take responsibility for the losses that may happen due to this application?

# What do they SAY AND DO?

attitude in public  
appearance  
behavior towards others

How can I trust a machine for my Business?

It is such a good application for farmers and it will make them profitable in their business

User Friendly Application

The cost for using this service is less

Easy and User friendly

It is far better than traditional analysis techniques

# What do they HEAR?

what friends say  
what boss say  
what influencers say

## PAIN

fears  
frustrations  
obstacles

Before applying a new technology farmers should fully understand  
Not accurate at all the time due to lack of data

Some people's fears about "is it actually works"

A small error in the algorithm or data results in a large amount of loss

Not all people trust the recommendation systems

Crop prediction accuracy, disease and correct fertilizer recommendations

It reduces the complexity of disease prediction

## GAIN

"wants" / needs  
measures of success  
obstacles

One of the most efficient and rapid methods of disease detection

Better utilization of available resources

Reduce the livelihood of a loss

Available around the clock

People with  
Early detection & management of problems

I will try this and compare with actual outcome and prediction