

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

- Sleek User Interface
- Upgration of the industry with this Application
- User Friendly Application

People with no prior knowledge can access

What do they
SAY AND DO?

attitude in public
appearance
behavior towards others

- Easy and User friendly
- The cost for using this service is less
- It will save us time

How can I trust a machine for my Business?

Can you guarantee the accuracy of this application?

- Before applying a new technology farmers should fully understand the risk
- It is such a good application for farmers and it will make them profitable in their business

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

I will try this and compare with actual outcome and pedicate one

It is far better than traditional analysis techniques

What do they
HEAR?
what friends say
what boss say
what influencers say

It reduces the complexity of disease prediction

PAIN

fears
frustrations
obstacles

Crop prediction accuracy,disease and correct fertilizer recommendations

Not all people trust the recommendation systems

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

GAIN

"wants" / needs
measures of success
obstacles

Available around the clock

Reduce the livelihood of a loss

Better utilization of available resources

One of the most efficient and rapid methods of disease detection

Early detection & management of problems