

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

how automated system works?
it will reduce the bacterial and fungal infections?
how deep learning techniques work on plants?

whether it will give high quantity and best quality ?
how automated system identify different disease on plants?

What do they
HEAR?

what friends say
what boss say
what influencers say

they prevent from bacterial infection

they can find the disease at the early stages
they have plenty of recommendation
they find the disease by taking the photo of the leaves

they give best quantity

this is very much user friendly

recommend the web app to other farmers
purchase fertilizers based on the recommendation

recommendation of fertilizers
interactive user interface to upload images
portal for farmers
disease identification

What do they
SEE?

environment
friends
what the market offers

PAIN

fears
frustrations
obstacles

internet is needed
not organic
spending large amount of money for fertilizers
new disease arise

GAIN

"wants" / needs
measures of success
obstacles

easy identification of disease
determining best fertilizers
prevention of disease
minimum risk