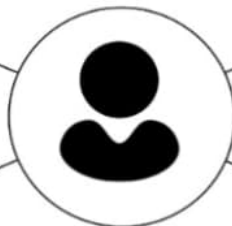


## What do they THINK AND FEEL?

what really counts  
major preoccupations  
worries & aspirations



Detecting  
soil  
moisture

Weather  
predicting

## What do they SEE?

environment  
friends  
what the market offers

Ware house  
management

Smart  
fencing

remote  
sensing

Automating

Analyzing  
operation

Tracking

Monitoring

## What do they HEAR?

what friends say  
what boss say  
what influencers say

## What do they SAY AND DO?

attitude in public  
appearance  
behavior towards others

Automating  
system

Smart  
logistics

Intelligent  
irrigation  
system

Monitoring  
crop

## PAIN

fears  
frustrations  
obstacles

Lack of  
information

High  
adoption  
costs

Security  
concerns

## GAIN

"wants" / needs  
measures of success  
obstacles

Easy to  
maintain

Intelligent  
data  
collection

Waste  
reduction

Animal  
monitoring