



*What do they*  
**THINK AND FEEL?**

what really counts  
major preoccupations  
worries & aspirations

Improving  
Productivity

Easy to  
Monitoring

Feel save

Simple to  
use

Save time  
and Money

Well being

Reduce  
Waste

Improve  
yields

Reduces the  
ecological  
footprint of  
farming

Feel Extra  
Save

Make  
harvest  
forecasts

Mapping  
the fields

It is  
designed to  
help  
farmers

It can also be  
used for  
pollution and  
global  
warming

*What do they*  
**SEE?**

environment  
friends  
the market offers

*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

**PAIN**

fears  
frustrations  
obstacles

Sometimes  
weather is  
unpredictable

Managing  
sensors and  
other vital  
components

Bug is  
unavoidable

**GAIN**

"wants" / needs  
measures of success  
obstacles

Increases  
yield

Water  
management  
will be  
improved

Helps Farmers  
and reduces  
manual works