

What do they THINK AND FEEL?

what really counts
major preoccupations
worries & aspirations



Feels difficulty
in
understanding

lack of
information, high
adoption costs,
and security
concerns

Some hear
it's
inaccurate

some hear its
a tedious
process of
testing

some hear its
risky to
undergo this
test
procedure

They fee the
environment
is making
false results

They are
surrounded by
some inefficient
testing centers

slow and
underdeveloped
environment

What do they SEE?

environment
friends
what the market offers

What do they SAY AND DO?

attitude in public
appearance
behavior towards others

Traditional marketers
may only focus on the
top of the customer
funnel, while a growth
marketer puts time and
attention into the entire
cycle.

Faster and
effective
way

PAIN

fears
frustrations
obstacles

Poor Internet
Connectivity
in Farms

High
Hardware
Costs

Disrupted
Connectivity
to the Cloud

GAIN

“wants” / needs
measures of success
obstacles

increased
agility of
the
processes.

Solar powered
and mobile
operated pumps
save cost of
electricity.

It delivers
high quality
crop
production.