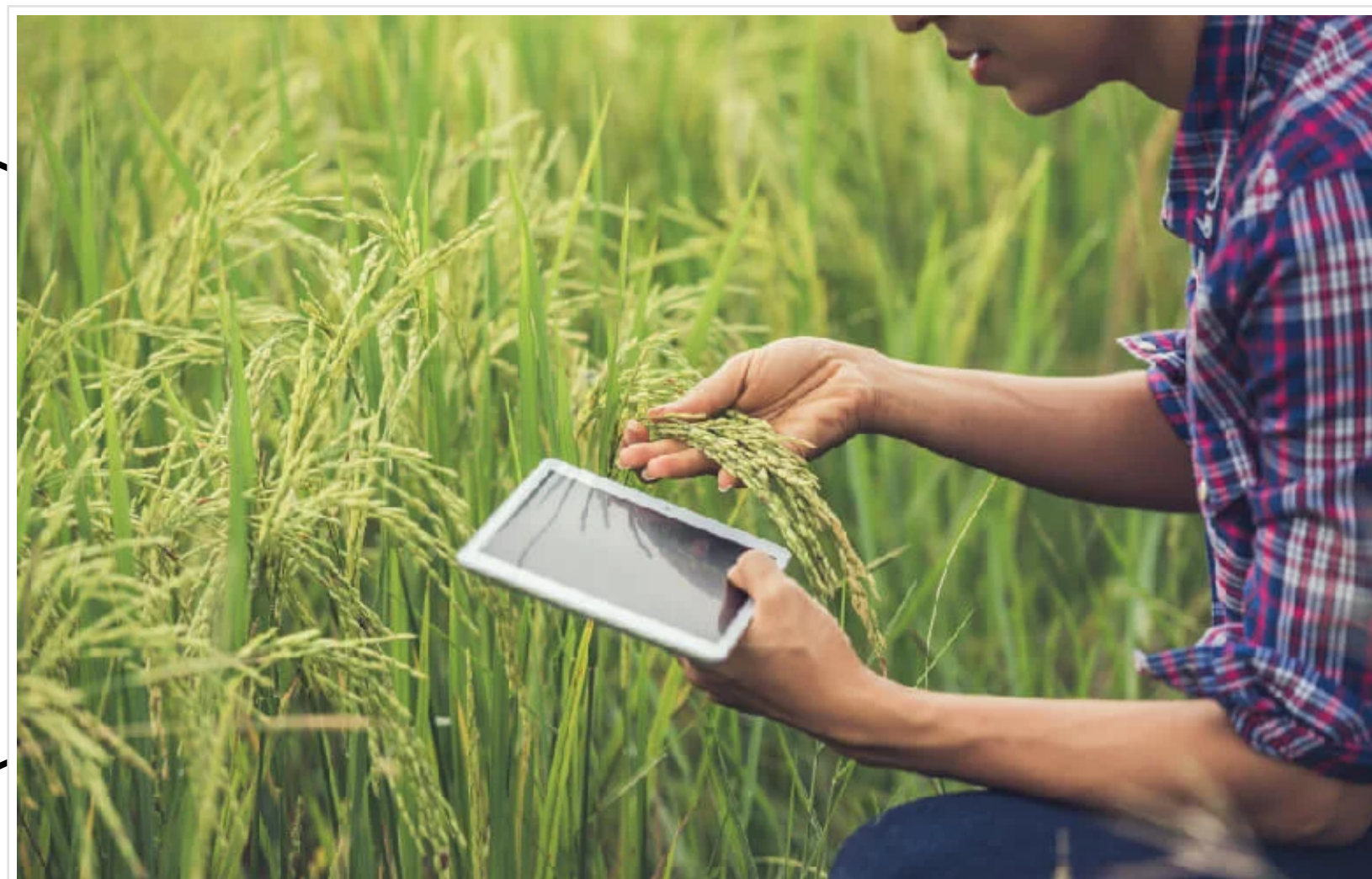


What do they THINK AND FEEL?

what really counts
major preoccupations
worries & aspirations



What do they SAY AND DO?

attitude in public
appearance
behavior towards others

What do they HEAR?

what friends say
what boss say
what influencers say

What do they SEE?

environment
friends
what the market offers

how web
application
works

how the standars
recommendation
is automated

how
prediction is
made

in
connection
with
experts?

they can
prevent the
crop from
infections

Fertilizer
recommendations
can be provided

Technology
development
can be
understood

suggestions
for
improvement
of crop
growth

web application
for crop
recommendation

Quantity and
quality of the
crops can be
measured

awareness
about crops
infection

Expert
advice can
be shared

easy to
access
resources

knowledge about
crop fertilizer
recommendations

it is neat
and simple

purchase
fertilizers
based on the
suggestions

it is user
friendly

PAIN

fears
frustrations
obstacles

need
knowledge in
advanced
techologies

need
internet
access

excess use
of fertilizers
damages
the crops

GAIN

"wants" / needs
measures of success
obstacles

restoring
soil fertility

preferring
organic
fertilizers

quick in
providing
plant
nutrients