



What do they THINK AND FEEL?

what really counts
major preoccupations
worries & aspirations

Cope with
climate
changes and
soil erosion

Adopt and
learn new
technologies

Invest in
farm
productivity.

Meet rising
demand for
more food of
higher
quality.

What do they HEAR?

what friends say
what boss say
what influencers say

Need of
Precision
Farming

Not to
depend on
traditional
practices

Automation
boosts
efficiency

Improper
cropping
patterns

Erratic
Monsoon

Smart
farming

What do they SEE?

environment
friends
what the market offers

What do they SAY AND DO?

attitude in public
appearance
behavior towards others

Stay resilient
against
global
economic
factors

Satisfy
consumers'
changing
tastes and
expectations

Need better
understandin
g of the
important
factors

Predicts
anomalies in
crop growth

PAIN

fears
frustrations
obstacles

Insufficient
data

Lack of
requirements

Hesitant in
implementation
on large scale

GAIN

"wants" / needs
measures of success
obstacles

Positive
approach
towards smart
farming

Accepted to
be a cost
effective
method

Believes in the
production of
high quality
crops by
technology