

What do they THINK AND FEEL?

what really counts
major preoccupations
worries & aspirations



What do they HEAR?

what friends say
what boss say
what influencers say

What do they SEE?

environment
friends
what the market offers

What do they SAY AND DO?

attitude in public
appearance
behavior towards others

PAIN

fears
frustrations
obstacles

GAIN

"wants" / needs
measures of success
obstacles

THIS WILL
RECOGNIZE
THE CROP
DISEASE IN
EARLY STAGES

THIS WILL
PREVENT THE
SPREAD OF
INFECTIOUS
DISEASES

WHETHER THE
APPLICATION IS
CONVENIENT
TO USE

HOW THE
RECOMMENDATION
SYSTEM WORKS

THIS PROVIDES
RELEVANT AND
EFFECTIVE
REMEDIES

DISEASE
DETERMINED
BASED ON
THE CROP
IMAGES

THIS IS
VERY USER
FRIENDLY

EFFECTIVE
SOLUTION
FOR PLANT
DISEASES

SUGGEST
THIS WEB
APP FOR
OTHER
FARMERS

PURCHASE
FERTILIZER
RECOMMENDED
BY THE SYSTEM

EASY TO
USE

HOW THE
SYSTEM WILL
RECOGNIZE
THE DISEASE?

BEST
FERTILIZER
SUGGESTIONS

IDENTIFICATION
OF
DIFFERENT
CROP DISEASES

HOW WILL THE
FERTILIZERS
IMPACT THE
YIELD QUANTITY
AND QUALITY

UPLOADING
IMAGES OF
CROPS IN THE
IDENTIFICATION
TOOL

RESPONSIVE
AND
INTERACTIVE
USER
INTERFACE FOR
FARMERS

IDENTIFICATION
OF CROP
DISEASES

ANALYZED
REPORTS OF
VARIOUS
FERTILIZERS

INTERNET
REQUIREMENT

FERTILIZER
EXPENSES

WHETHER
THE WEB
APP IS EASY
TO USE

ABILITY TO
IDENTIFY
THE
DISEASES

HOW TO
UPLOAD
THE CROP
IMAGE

DISEASE
PREVENTION
AT THE
EARLIEST

SUGGEST
APPROPRIATE
FERTILIZERS

CROP
PRODUCTIVITY
AND
ECONOMICAL
GROWTH

PROTECTING
THE CROP
FROM
HAZARDOUS
DISEASES