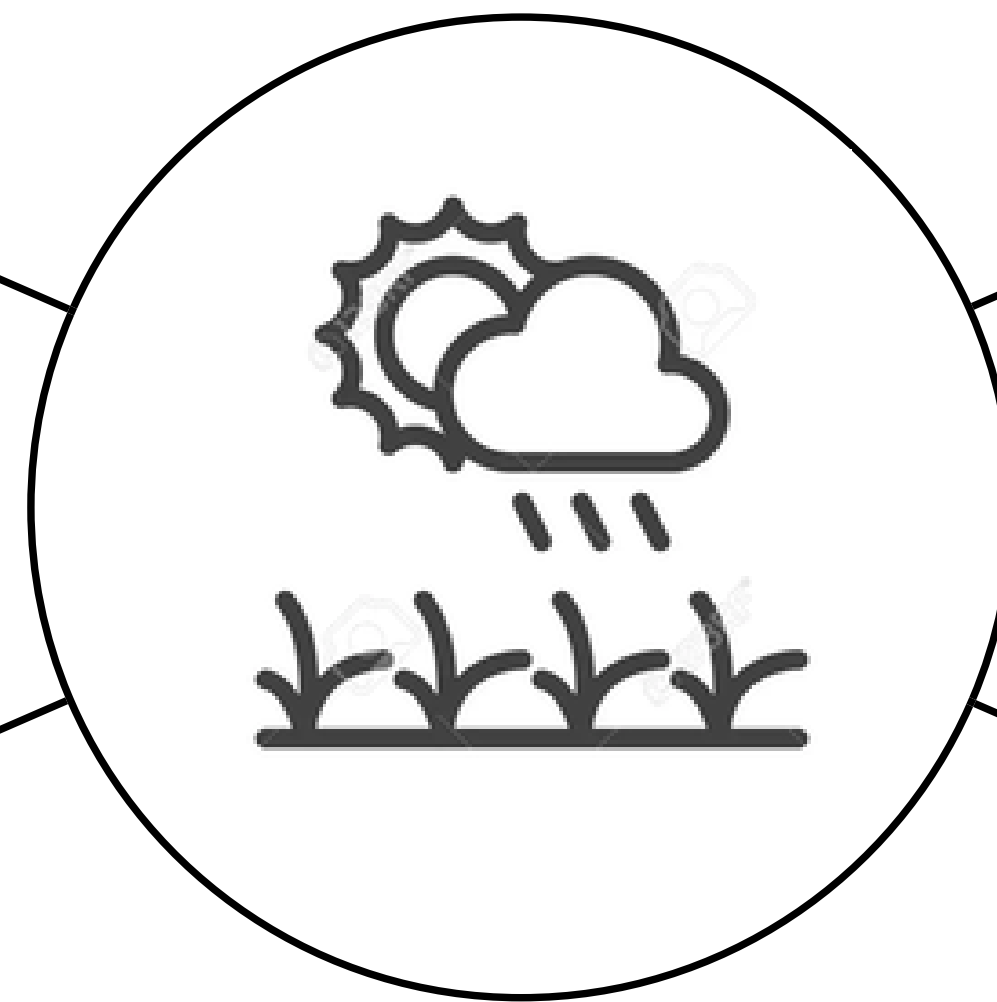


What do they THINK AND FEEL?

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

Will the app suggest effective precautions

Will the app notify me if it predicts heavy rainfall?

Will the app be easy to use?

Will the model predict efficiently for my field?

Will the app function 24/7?

Weekly or daily prediction

How does it work for all kinds of terrains?

What if the model doesn't predict properly?

This model works for all kinds of terrains, so it will surely work for your field also

The predictions are going to be quick.

The predictions given by the model may be inaccurate.

This model suggests precautions also for you to save our crops

The model should observe the trends of the amount of rainfall

The precautions suggested should effectively prevent flooding

The precautions suggested should effectively prevent flooding

Accuracy of the prediction

Usability of app

The Terrain conditions of their field

Harvest the rain water for crops using the prediction

Warning rescue groups in case of disastrous rainfall

PAIN

fears
frustrations
obstacles

GAIN

"wants" / needs
measures of success
obstacles

Reducing the damage caused to the farmers.

Increasing the farmers' income.

The model should be very accurate.

The precautions should be designed effectively.