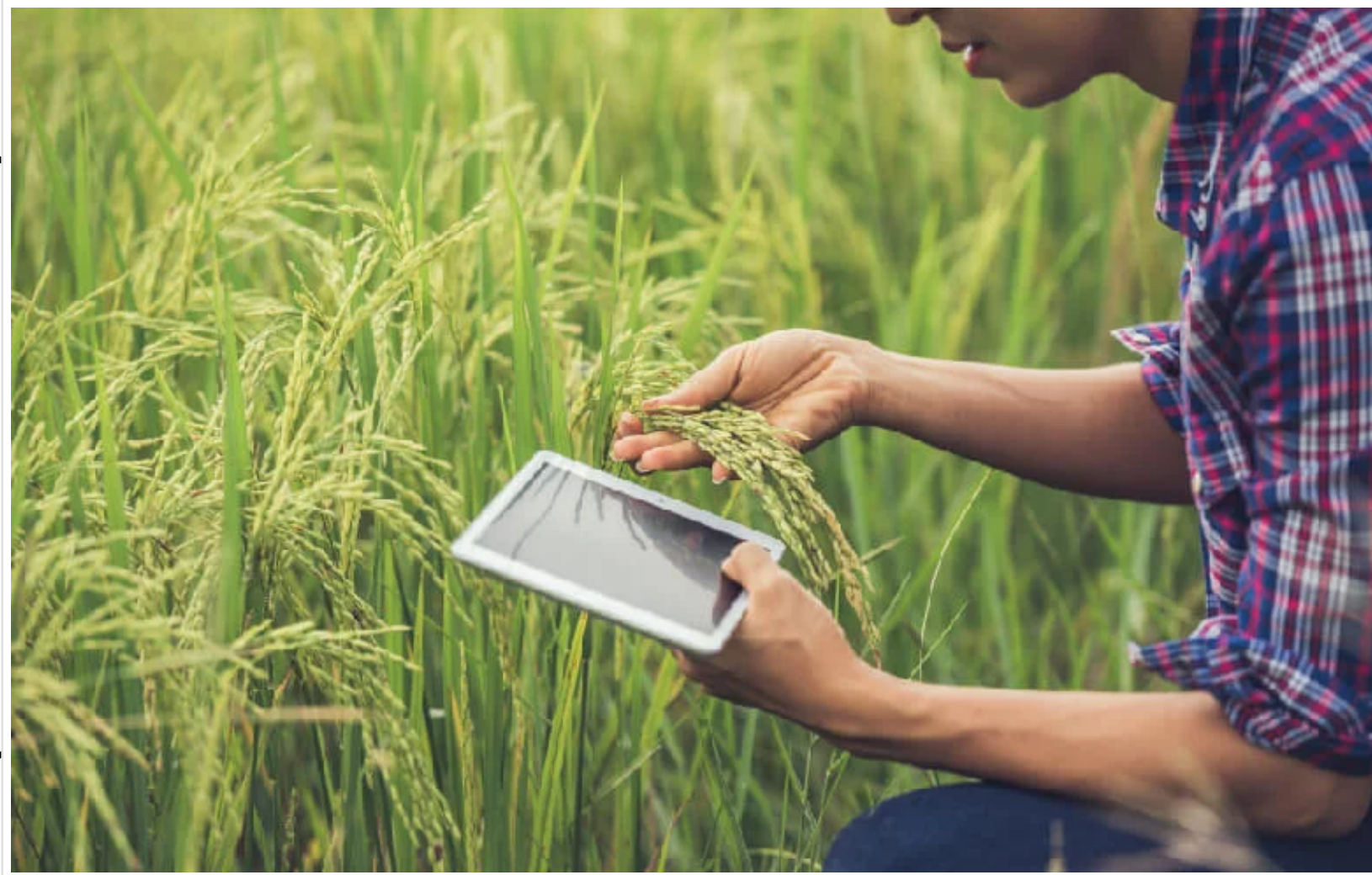


What do they
THINK AND FEEL?

what really counts
major preoccupations
worries & aspirations



how web application works

how the standards recommendation is automated

in connection with experts?

how prediction is made

web application for crop recommendation

suggestions for improvement of crop growth

What do they
SEE?

environment
friends
what the market offers

awareness about crops infection

easy to access resources

What do they
SAY AND DO?

attitude in public
appearance
behavior towards others

it is neat and simple

purchase fertilizers based on the suggestions

it is user friendly

knowledge about crop fertilizer recommendations

Technology development can be understood

Quantity and quality of the crops can be measured

Fertilizer recommendations can be provided

they can prevent the crop from infections

What do they
HEAR?

what friends say
what boss say
what influencers say

Expert advice can be shared

PAIN

fears
frustrations
obstacles

excess use of fertilizers damages the crops

need internet access

need knowledge in advanced technologies

GAIN

"wants" / needs
measures of success
obstacles

preferring organic fertilizers

restoring soil fertility

quick in providing plant nutrients