



What do they
THINK AND FEEL?

what really counts
major preoccupations
worries & aspirations

IS THIS
PROJECT
USER
FRIENDLY

WILL THIS PROBLEM
STATEMENT BE
TRUSTWORTHY AND
HELPS THE FARMERS
IN MONITORING
DIFFERENT
PARAMETERS

WHETHER WE
CAN OPERATE
THIS SYSTEM
FROM
ANYWHERE

What do they
SEE?

environment
friends
what the market offers

IS THIS
INTELLIGENT
SYSTEM
MONITORS THE
CROP FIELD
CORRECTLY

POINT OF VIEW
OF THE USERS
OF THIS
INTELLIGENT
SYSTEM

What do they
SAY AND DO?

attitude in public
appearance
behavior towards others

ASK PEOPLE
WHO IS USING
THIS ABOUT ITS
WORKING
EFFIVIENCY

LISTS THE
PROS AND
CONS OF
THIS SYSTEM

What do they
HEAR?

what friends say
what boss say
what influencers say

OPINIONS ON
THE TRUEST
OF THIS
INTELLIGENT
SYSTEM

PERCEPTION
FROM
OTHERS

FEEDBACK
ABOUT THE
INTELLIGENT
SYSTEM

PAIN

fears
frustrations
obstacles

IT NEEDS THE
AVAILABILITY OF
INTERNET
CONTINUOUSLY

WHETHER IT
PREDICTS THE
CORRECT DATA
ALL TIMES

GAIN

"wants" / needs
measures of success
obstacles

IT IS COST
EFFECTIVE
METHOD

IT DELEVERS
HIGH QUALITY
CROP
PRODUCTION