



What do they THINK AND FEEL?

what really counts
major preoccupations
worries & aspirations

Loves
gardening

Being
relaxed

Thinks
about
change

Can see the
visible
growth

Place for
experiment

A creative
environment

What do they SEE?

environment
friends
what the market offers

What do they SAY AND DO?

attitude in public
appearance
behavior towards others

Sensor
parameters and
controlling the
motor pumps
from the mobile
application itself

Helps the
farmer in
monitoring
the crops

"I'm very much
into
experimenting"

Information
from
gardening
experts

Future plans
of
gardening

People's
"wow"
reactions

What do they HEAR?

what friends say
what boss say
what influencers say

PAIN

fears
frustrations
obstacles

Can't which
pesticides
to use

Tired of
bugs and
insects

A lot of
effort

GAIN

"wants" / needs
measures of success
obstacles

The effort
you put in will
be worth it in
the time

Good
harvest

New learning
experience