Real time engagement into apps

uses satteliite to detect zones.

efficiency of irrigation pump.

What do they THINK AND FEEL?

what really counts
major preoccupations
worries & aspirations

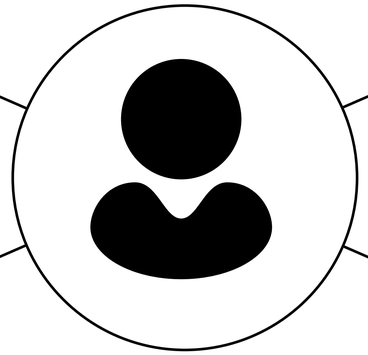
What do they HEAR?

what friends say
what boss say
what influencers say

crop and plant growth monitoring

soil monitoring.

Farm management analysis



freshness of crop...

smart transportation..

inventory management...

What do they SEE?

environment
friends
what the market offers

Reviews and past experience.

Do research..

list the prons and cons..

What do they SAY AND DO?

attitude in public
appearance
behavior towards others

PAIN

fears
frustrations
obstacles

mental health..

implementation inducing stress..

loss of autonomy..

GAIN

“wants” / needs
measures of success
obstacles

focus on health.

data sharing.

farm size or capital..

plant growth monitoring

monitoring.

management analysis

wh

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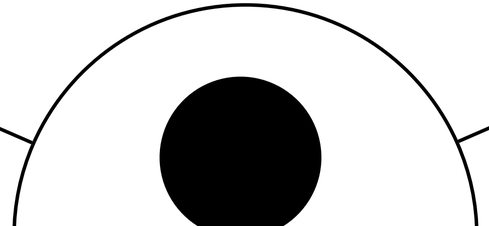

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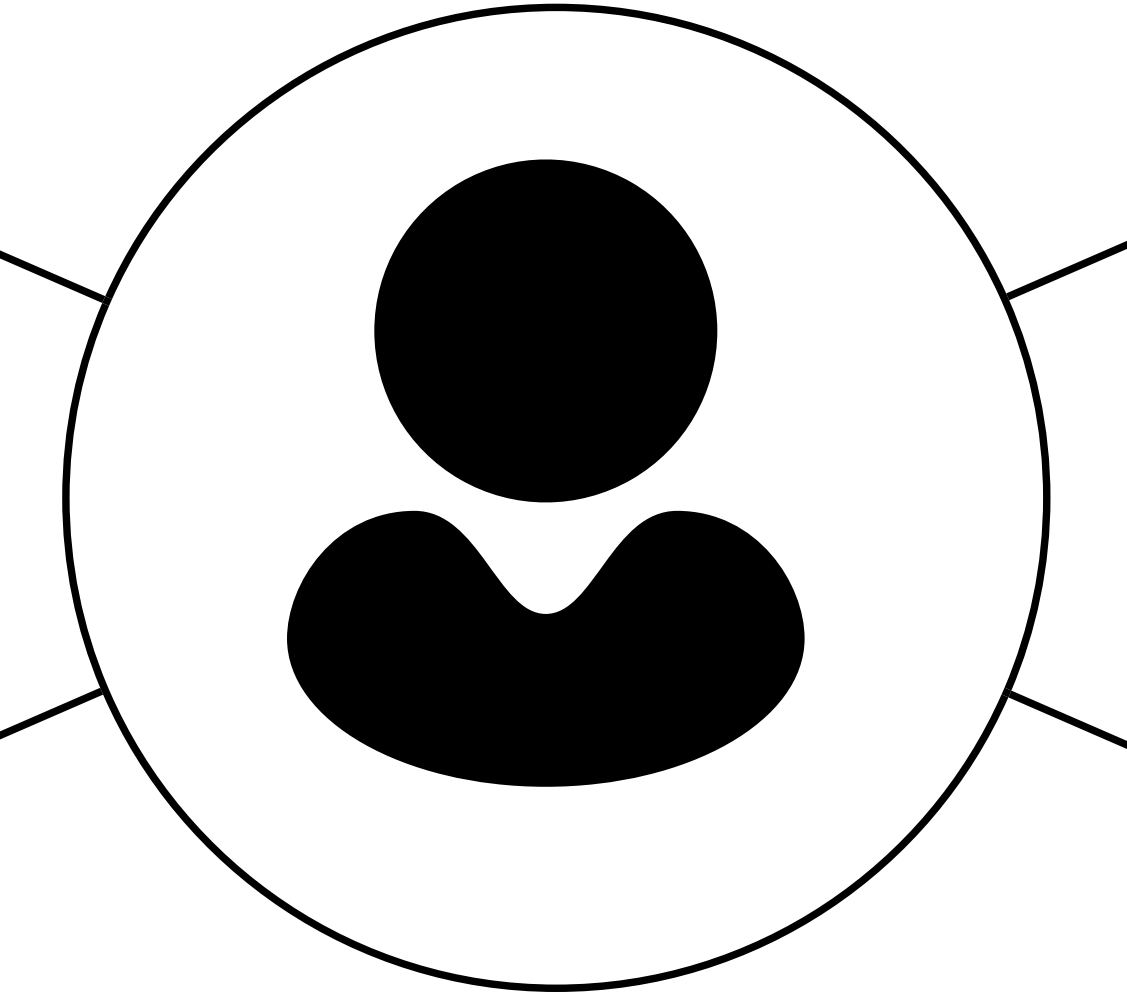
obstacles