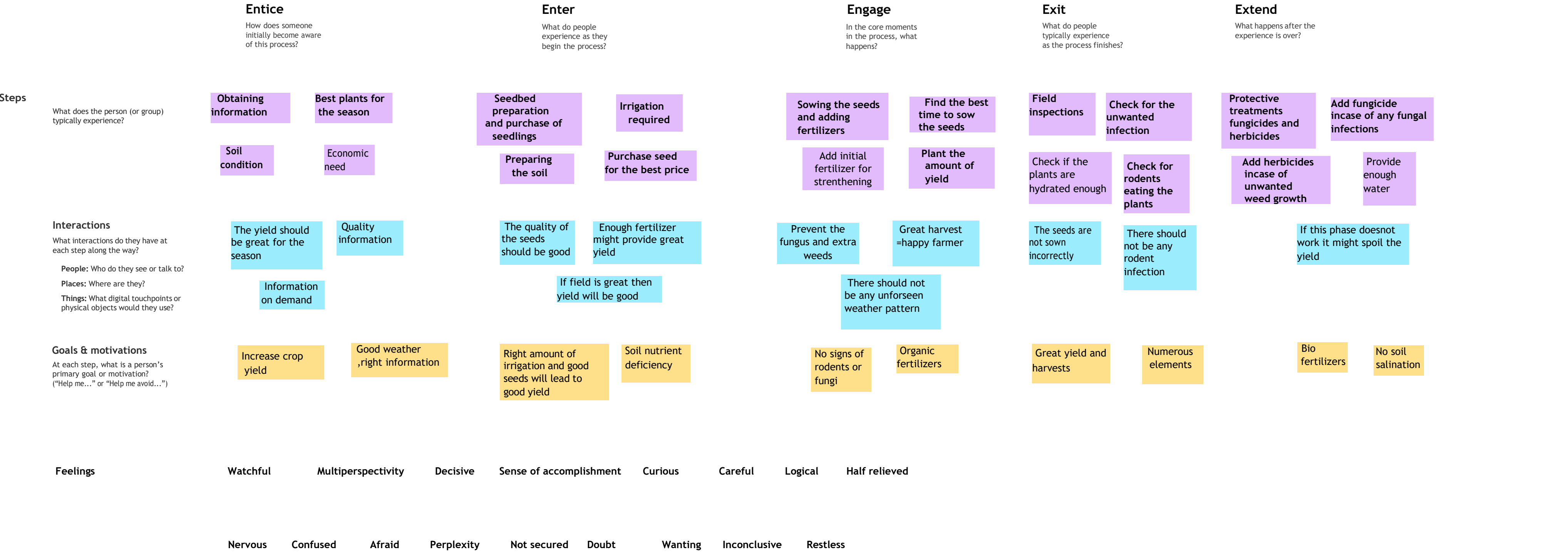


FERTILIZER
RECOMMENDATION
SYSTEM FOR DISEASE
PREDICTION

Based on ten customer interviews and observations from the Fairplane Guided City Tours team

Claudia Larmon	Menaka Mahajan	Jerome Phillips	Alejandro Flores	Emma Sato
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Negative moments

What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?

Scarcity of resources and time to monitor