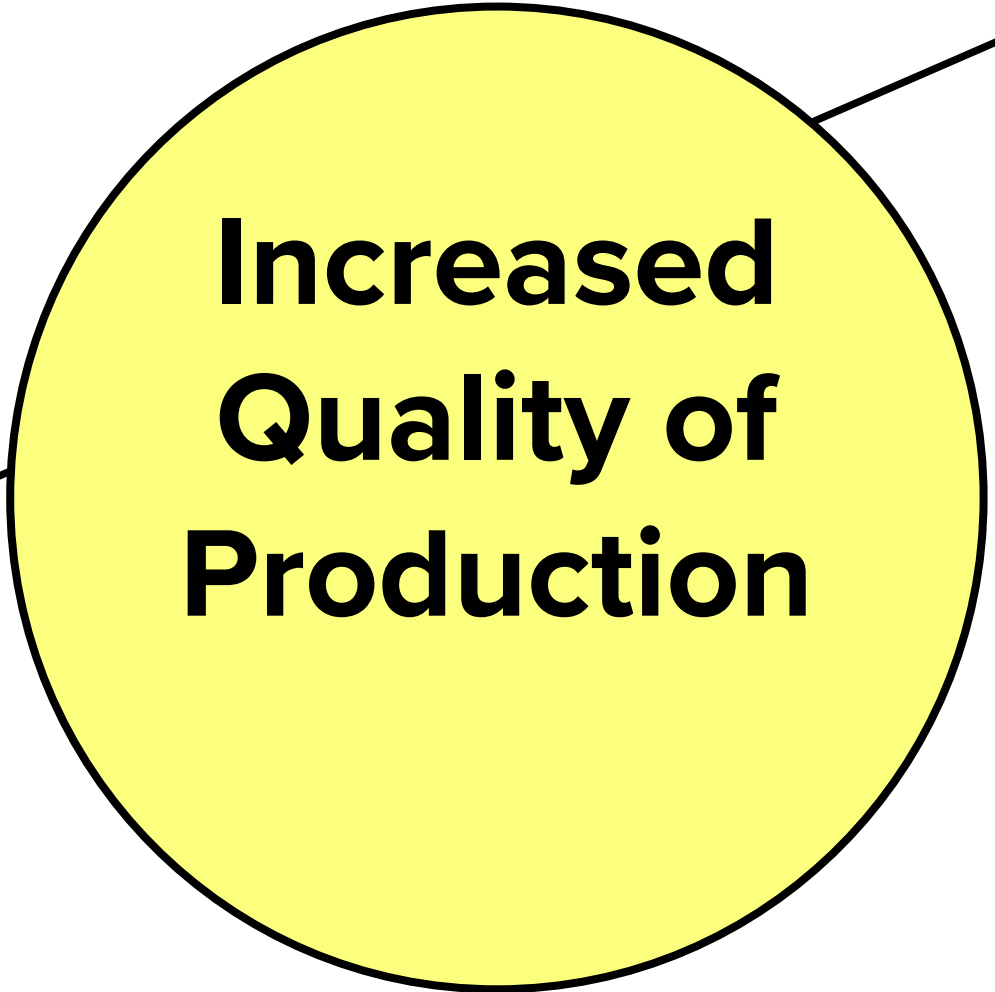


**Reduce harmful emissions**

*What do they*  
**THINK AND FEEL?**  
what really counts  
major preoccupations  
worries & aspirations

**Sensors record observational data from the crops,soiL, or atmosphere.**



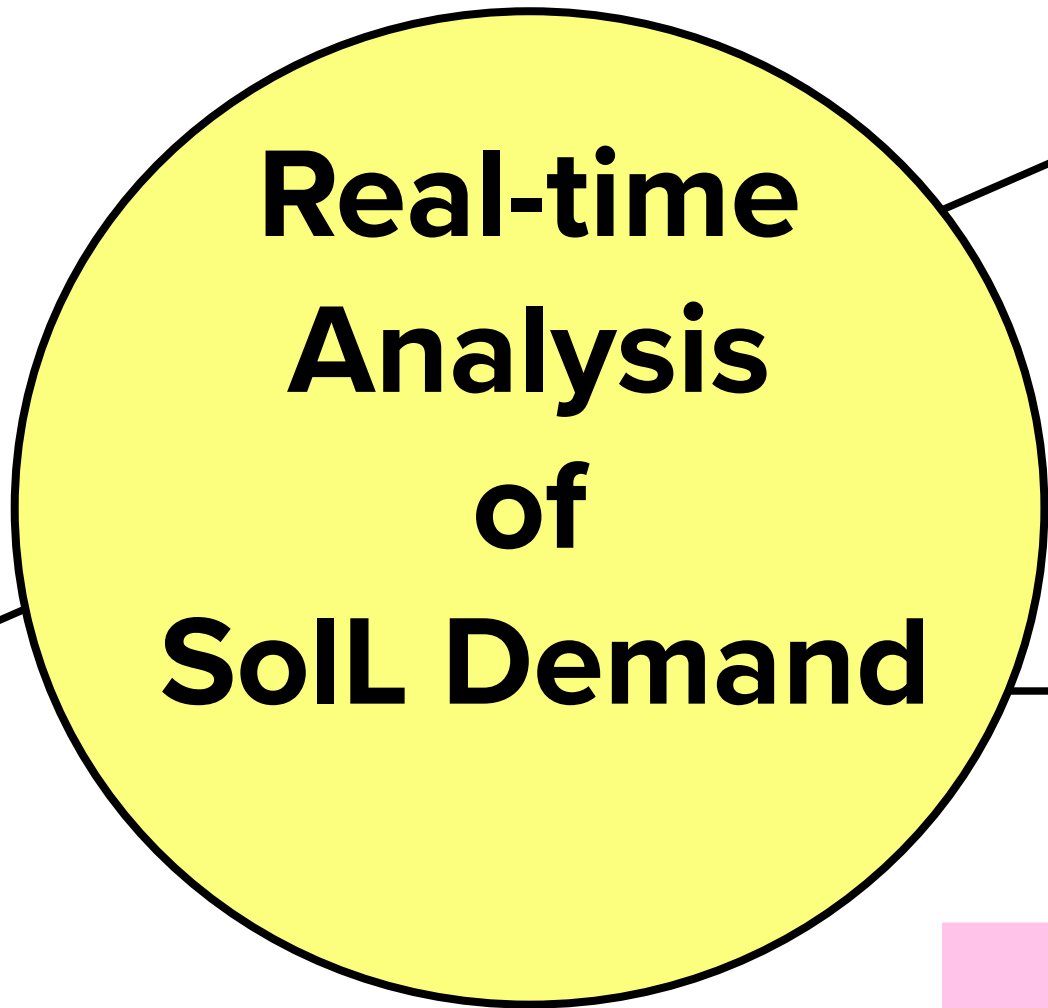
**Monitoring of livestock**



**Farm Management Systems**

*What do they*  
**HEAR?**  
what friends say  
what boss say  
what influencers say

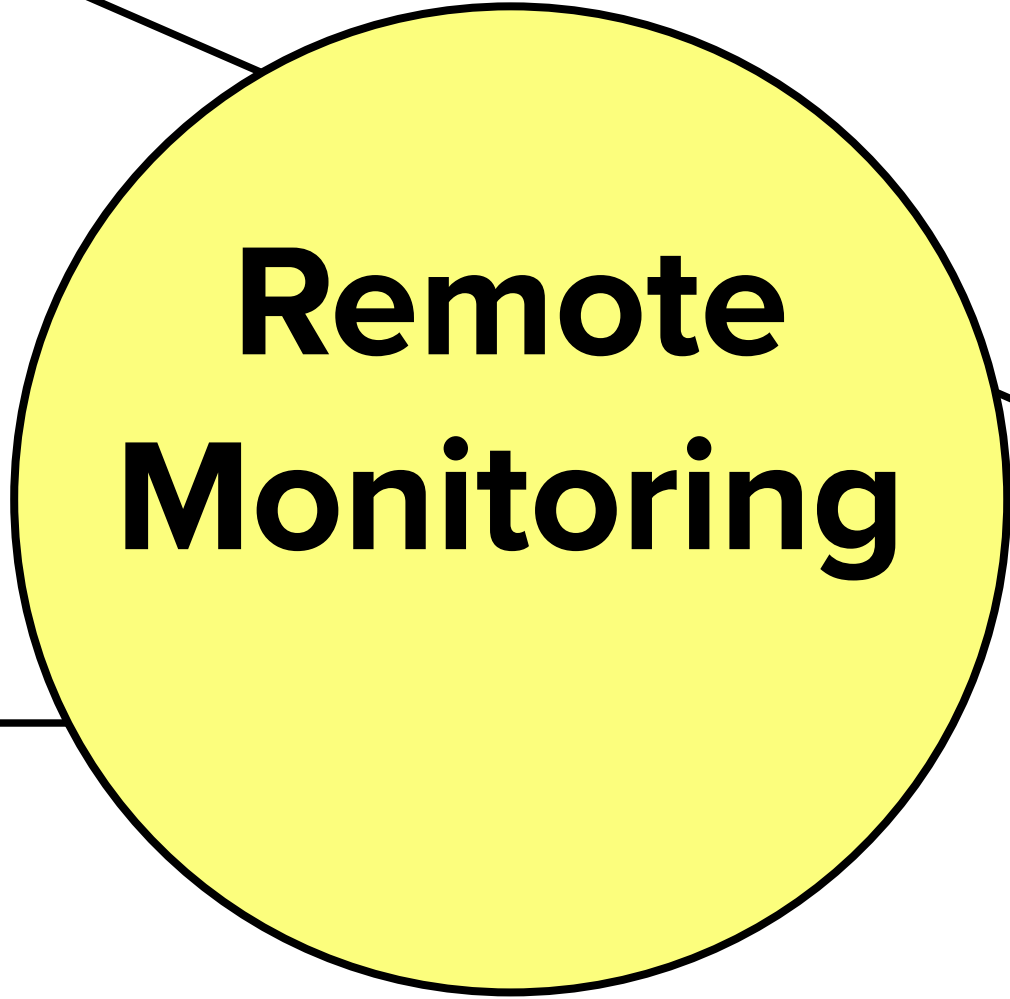
*What do they*  
**SEE?**  
environment  
friends  
what the market offers



**Green-house automation**

*What do they*  
**SAY AND DO?**  
attitude in public  
appearance  
behavior towards others

**climate conditions**



**Management of crops**

**PAIN**  
fears  
frustrations  
obstacles

**Reduced wastage and cost management**

**Cleaner process reducing the carbon footprint**

**GAIN**  
“wants” / needs  
measures of success  
obstacles

**User-friendly**