

What do they THINK AND FEEL?

what really counts
major preoccupations
worries & aspirations



What do they SAY AND DO?

attitude in public
appearance
behavior towards others

Improving
productivity
and
efficiency

It replaces
the
agricultural
experts

It can
reduce man
power

How automated
system identify
different disease
on plants

It Improves
quality and
quantity

How deep
learning
techniques
works on
plants

People with
noprior
knowledge
can acceses

Promoting a
healthy
lifestyle for
the farmers

User
interactive
interface for
disease
prediction

What do they SEE?

environment
friends
what the market offers

Uploading
images and
the disease
get predicted

Recommendation
of fertilizer
based on the
disease
predicted

Purchase fertilizer
based on the
recommendation
of disease

Can you
guarentee the
accuracy of
this application
?

Before applying
this new
technology
farmers must
know the risks
prior

"It such a good
application for
farmers and it
will make them
profit in their
business

It will reduce the
time to spend on
disease
prediction plants

We get a clear
report that gives
us the better
understanding
about the disease

Making
revolutionary
changes in
farming
industry

The disease
can be
detected
earlier

What do they HEAR?

what friends say
what boss say
what influencers say

It reduces the
complexity of
the disease
prediction

PAIN

fears
frustrations

A small error
in the
algorithm
leads to huge
loss

It reduces the
interaction
between the
humans

It may leads
to wrong
prediction

Not accurate
at all the time
due to lack of
data

Better
Utilization of
Available
Resources

GAIN

"wants" / needs
measures of success

Determining
best
fertilizers,time
efficient and
improves
productivity

Self working
environment

One of the most
efficient and
rapid methods
of disease
detection