



What do they THINK AND FEEL?

what really counts
major preoccupations
worries & aspirations

Thinks about
the budget
and its
expenses

Hopes for a
quick
results

Errors must
be pointed
out

They thinks
that the
prediction
may be false

Most content
is only
available in
English.

People faces
software server
error or
network issues

Difficult to
use the
software

Predictions
are always
not accurate.

Success of
other
Farmers

Initial
information
about the
season

A large
number of
different
services

Predicted
result
accuracy
level.

What do they SEE?

environment
friends
what the market offers

What do they SAY AND DO?

attitude in public
appearance
behavior towards others

I was expecting
some different
kind of
visualization

Results are
easy to
understand
by me

it makes
small
decisions
for me.

I want some
thing
reliable

What do they HEAR?

what friends say
what boss say
what influencers say

PAIN

fears
frustrations
obstacles

Sometimes
rainfall is high
so crops will
get affected

I don't know
weather it will
rain or sunny
tomorrow. so i
can't make any
decision

Rainfall is
low then
crops will
dead.

sometimes
the software
can corrupt

GAIN

"wants" / needs
measures of success
obstacles

Connects
with the
farmer
group

Has over 100
years of rainfall
data so
prediction is
correct.

Accurate
prediction
leads to
succuess

know weather it
will rain or sunny
tomorrow. so we
can make
decisions