It help
farmers to
cultivate
crops

It sense the
rainfall and
saves the
crop growth

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

Easy
analysis of
rainfall

Improving
crop
Productivity

Information
help for crop
cultivation at
right time

Information
about
weather

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

What do they
SEE?
environment
friends
what the market offers

It satisify
customer
needs

User friendly
to use

Reduce
economic
loss for
farmers
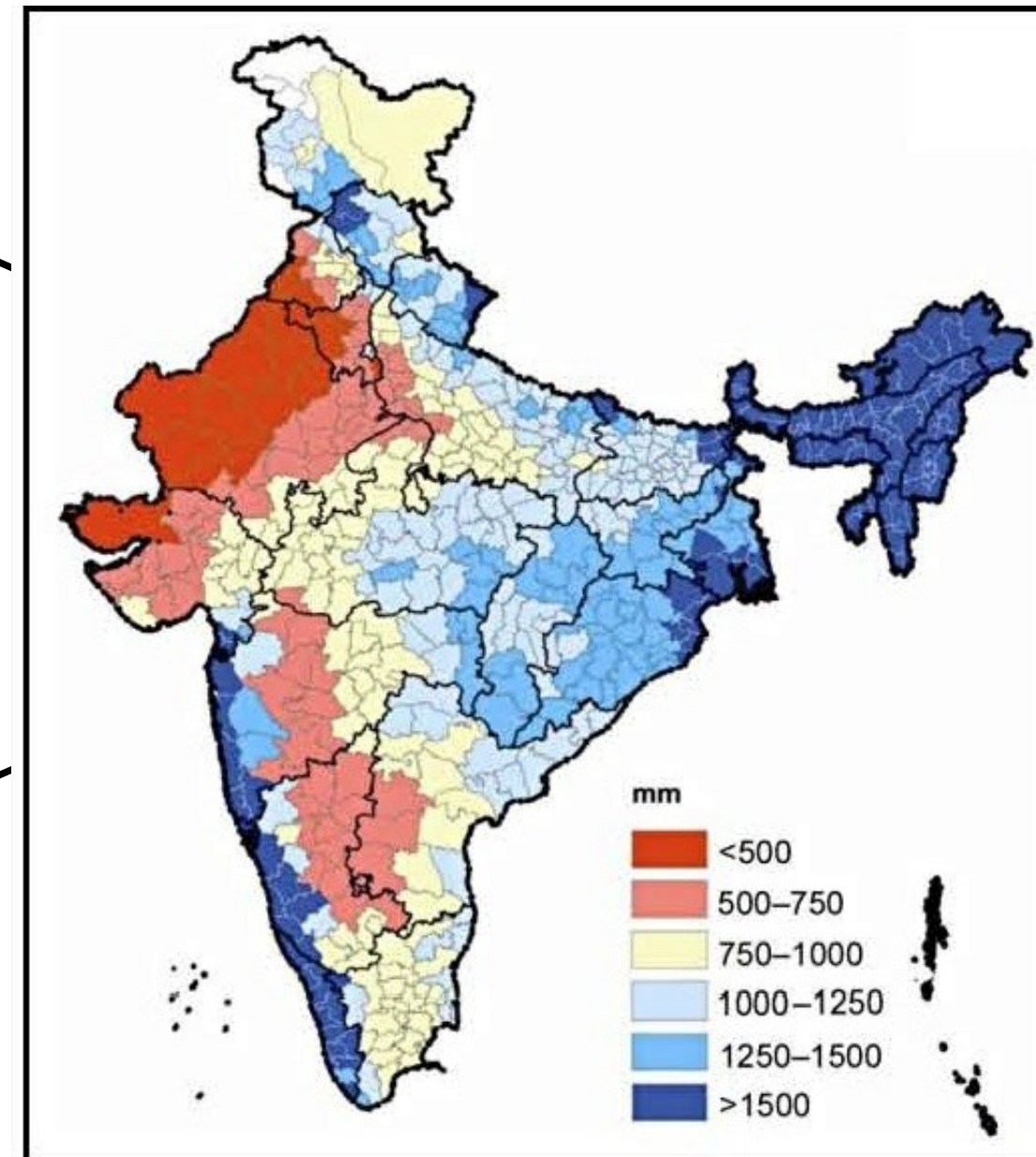
What do they
SAY AND DO?
attitude in public
appearance
behavior towards others

Reduce
crop
damage
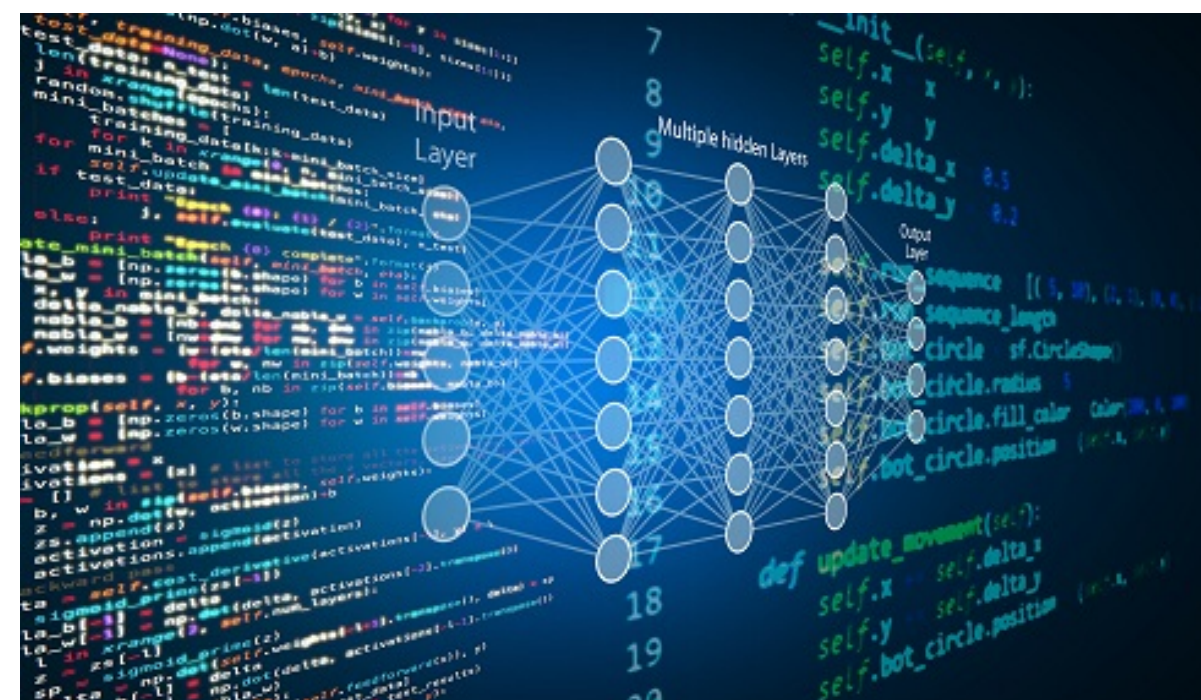
PAIN
fears
frustrations
obstacles

Less Amount
of Data
availability will
affect
prediction

Increase
crop yield

GAIN
"wants" / needs
measures of success
obstacles

It unable to
reach
uneducated
people

Increase
economic
growth