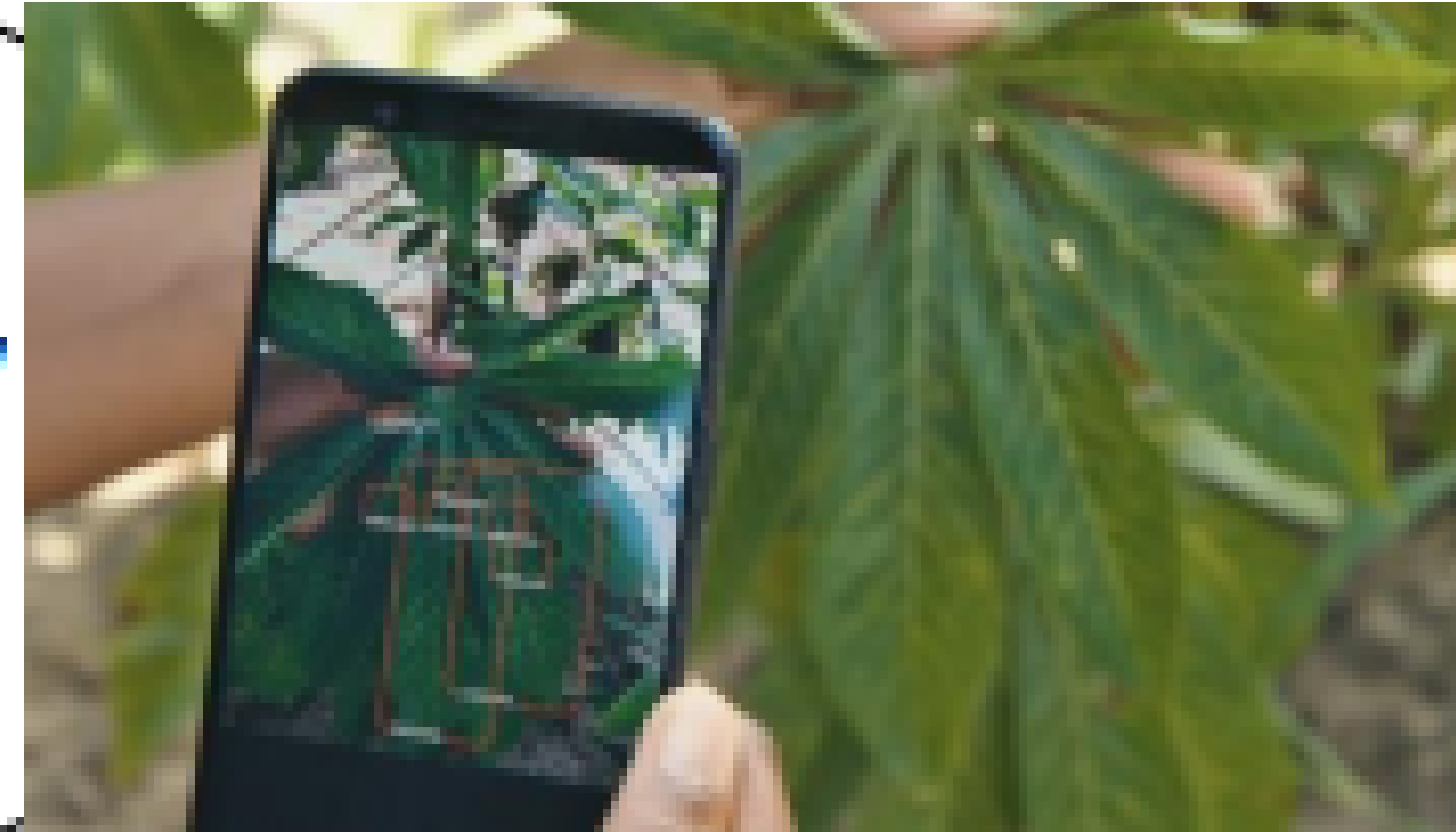**What do they THINK AND FEEL?**
what really counts
major preoccupations
worries & aspirations

Does automated in system helps in identifying disease

Does it helps in the development of the life style of farmers

Whether the system will find all the diseases of all plants

How AI helps in reducing the loss by disease

Does it prevent from bacterial to infection

Recommends the fertilizers

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

They identify the cause of diseases by taking photos of leaves

Interactive portal for farmers to upload images

What do they SEE?
environment
friends
what the market offers

Whether they can find disease at an earlier stages

Disease identification

Farmers need the recommendation of fertilizer based on the disease

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

To demonstrate the quantity of fertilizer to be given

User friendly platform to access like application with accurate results

PAIN
fears
frustrations
obstacles

GAIN
"wants" / needs
measures of success
obstacles

Good internet connectivity along with knowledge of usage

Not organic and spending the large amount for fertilizer

Prevention of risk and minimum risk

Easy identification of disease and quick response they get