



What do they THINK AND FEEL?

what really counts
major preoccupations
worries & aspirations

it provide
information
anywhere

it can be
transmit
understandable
information

able to
connect in
long range

What do they SEE?

environment
friends
what the market offers

low
cost

less time

test
error

test
connectivity

wirelss

What do they SAY AND DO?

attitude in public
appearance
behavior towards others

What do they HEAR?

what friends say
what boss say
what influencers say

can it
monitor
plant
condition?

it need any
power
supply?

test data
consumption

it made up
of secured
database

it can show
wetness of
the crops

receiver
have
mobility?

PAIN

fears
frustrations
obstacles

can it
provide
any error?

can it
work
properly?

it require
any
additonal
data?

can it
connect
more
devices?

GAIN

"wants" / needs
measures of success
obstacles

easy to
access

self
monitoring

no risk

fast
information