

# What do they THINK AND FEEL?

what really counts  
major preoccupations  
worries & aspirations



Agriculture can be developed by improving the prediction of fertilizers for the diseased crops.

Diseases should be predicted in an efficient way so that the recommendation of fertilizer would be more useful.

The web application which is used for the model should be user friendly so that all the farmers could use the application.

The level of fertilizers to be used should also be taken in to account in order to prevent crop damage.

The development of the application should be cost efficient.

## What do they HEAR?

what friends say  
what boss say  
what influencers say

The trained database should be more accurate i.e) the probability of 95%.

Real time detection of diseases that affect the plant and the area can be done by using CNN algorithms.

By using CNN algorithm the diseases are predicted and appropriate fertilizers can be used to protect the plants from the attack of pathogens.

Prediction of diseases should be more accurate so that the model could recommend the appropriate fertilizers.

The parameters such as sensitivity and specificity should be taken into account.

Subscriptions should be provided.

User friendly application with more facilities.

Reach of web application is also taken in to account.

## What do they SEE?

environment  
friends  
what the market offers

# What do they SAY AND DO?

attitude in public  
appearance  
behavior towards others

Collection of large number of databases on the various diseases of plants.

More images are needed to predict the disease with more accuracy.

Model should be trained more frequently in order to attain the exact accuracy.

## PAIN

fears  
frustrations  
obstacles

Some diseases are rare and the images of those diseases are not available.

The model should be trained with more accuracy.

More number of databases are needed.

## GAIN

"wants" / needs  
measures of success  
obstacles

Improves agriculture

Detection of diseases helps in the better production of crops.

Accurate prediction could be more helpful in detection.